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ALBERTA

ANNUAL REPORT

of the

DEPARTMENT OF ECONOMIC AFFAIRS

1956



GOVERNMENT OF THE PROVINCE OF ALBERTA
EDMONTON

Twelfth

ANNUAL REPORT


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DEPARTMENT OF
ECONOMIC AFFAIRS

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GOVERNMENT OF THE PROVINCE OF ALBERTA
EDMONTON



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Edmonton, Alberta.

To His Honour,
J. J. Bowlen,
Lieutenant Governor of the
Province of Alberta.

Sir:

I submit herewith the report of the Department of
Economic Affairs for the year ending December 31st,
1956.

I have the honour to be, Sir,

Your obedient servant,
A. RUSSELL PATRICK,
Minister of Economic Affairs.

February 10th, 1957.

REPORT OF DEPUTY MINISTER

To The

Honourable R. Russell Patrick,
Minister of Economic Affairs,
Edmonton, Alberta.

Sir:

I have the honour to submit herewith the twelfth annual report of the Department of Economic Affairs for the period from January 1st to December 31st, 1956 in accordance with Section Nine, The Department of Economic Affairs Act, Chapter 2, Province of Alberta, 1945.

While I am appending herewith complete reports of the branches of the department for the year 1956 as submitted by each of the officials in charge I am commenting generally on the work carried out, indicating in some instances proposals for 1957 as already approved by yourself.

The Honourable E. C. Manning, Premier of Alberta, in May 1954 announced that auditoriums would be constructed in Edmonton and Calgary to commemorate Alberta's Golden Jubilee. Construction commenced in November 1954. In January 1956 instructions were issued to form a "steering committee" to consider problems of administration and control. This committee comprised Hon. A. R. Patrick, Minister; Ralph R. Moore, Deputy Minister and Messrs. Bryant, McLean, Kaasa, McCreath and Plewes. Later, as a result of recommendations by this committee, the Executive Council instructed the formal appointment of an "Auditoriums Management Committee" to undertake the management of the auditoriums and dedication thereof and, accordingly, the officials mentioned were appointed by Order-in-Council, with the following additions: H. A. Webster and J. L. Patterson.

Mr. J. E. Plewes was designated Acting Manager May 24, 1956 and has since been recommended for appointment as Director of Auditoriums and Manager of the Edmonton auditorium.

The committee has held 19 meetings to date and has now arrived at decisions, as recommended to yourself, with respect to the appointment of a Calgary manager and certain technical staff; rates and rentals; rules and regulations governing the operation of the two buildings; and has also established tentative dedication celebrations. The committee's work is now in full swing.

During the year Mr. J. E. Plewes made visits to the United States to inquire into operation of auditorium buildings there, notably, Minneapolis, St. Paul, Kansas City, Omaha, Wichita, Tulsa, Los Angeles, Pasadena, Oakland and San Francisco and reported in detail to the committee thereon and, as a result of these investigations, much information and advice has been obtained to direct the committee's thoughts in future administration of the auditoriums. The Auditoriums Management Committee is also taking an active part in an Acoustical Test Concert, to be held in April, to which a number of acoustical and musical experts have been invited.

Extensive plans were carried out in 1956 to encourage people on holiday from outside the province to visit Alberta. Improvements were sought in tourist accommodation, restaurant service and courtesy. Promotion pro-

grams entered into between the governments of Alberta and British Columbia to develop increases in tourist traffic between the two western provinces and in interprovincial travel proved so successful the projects will be continued, while consideration is being given toward similar co-operative efforts with the State of Montana. One meeting has already been held this year with Montana officials.

In an attempt to bring tourist accommodation to still higher standards, a new system of accommodation classification is to be instituted. This will be integrated with an over-all plan launched two years ago to establish uniform standards of tourist accommodation throughout the four western provinces.

Last year stress was laid upon Alberta's attractions and vacation activities during the winter and especially in June, September and October in an endeavour to extend the holiday season beyond the traditionally accepted months of July and August. This program will be continued into 1957.

The Fort Macleod Information Bureau again proved a drawing card for visitors to obtain information and accommodation reservations. Altogether (to November 30th) 52,860 foreign and Canadian visitors registered at the bureau.

For the first time, in July and August 1956, a mobile information unit was located at St. Mary in Glacier National Park, Montana, U.S.A., to provide similar services. An additional unit is proposed for 1957, perhaps located in the United States, to supply road and accommodation information to motorists entering Canada en route to Alberta resorts. These bureaus are operated jointly by the Government of Alberta and the Canadian Rockies Tourist Association, the latter paying the costs of all teletype services and salaries of attendants.

Tourism from Alberta increased in 1956 from 1,705,419 visitors in 1955 to 1,844,801 in 1956. Expenditures by tourists in the province increased from \$51,395,413.00 in 1955 to \$56,429,388.00 in 1956.

In the sphere of industry there was a considerable growth in the province in 1956. A great amount of exploration was done and, although expenditures totalled only \$47,000,000 approximately, as compared with \$69,000,000 in 1955, much construction has taken place, particularly in Edmonton and Calgary. Much of this will continue into 1957 to bring a number of projects to completion. Rapid progress is being made on the construction of the new pulp mill at Hinton while the fertilizer plant near Medicine Hat is completed and in production. Construction of the new pipe line to the east has already started, as has work on the Alberta gas grid system.

Considerable interest is being shown in new developments which will utilize products of Alberta forests and it is expected that some definite announcement will be made this year. Proposals that will expand the petrochemical industry are also under study.

Credit restrictions have delayed additional expansion in some respects but it is hoped these may yet be adjusted. Increased railway freight rates will also be a burden to Alberta's industrial development and could handicap some future expansion.

An active program to encourage development will be continued this year with a survey of the industrial potential of smaller centres. Revised surveys of Alberta cities and towns will also be undertaken this year.

Administration of immigration policies by the Government was transferred to the Industrial Development Branch of the Department in the spring of 1956 because of a more advantageous opportunity for employment. Alberta House in England has been utilized to assist with immigrants from the United Kingdom and a system of screening has been adopted to assure a more satisfactory calibre of citizen and worker. Every possible assistance is being given to the placement of Hungarian refugees reaching Alberta as a result of the federal government's immigration policy of assistance to these unfortunate people.

During 1956, 566 written applications for employment assistance from citizens of the United Kingdom coming to Alberta were received from Alberta House. Breakdown of the figures included 126 single persons, 661 married persons and 488 children. Not only was work found for these immigrants but all other assistance, short of financial, was given them to start their life in Alberta.

An increased number of immigrants from the United Kingdom is anticipated in 1957 and the immigration section of the department may be required to give much more guidance on settling immigrants from other lands. This work is expected to increase tremendously in the foreseeable future.

Publicity-wise, an increasing demand for information on administration and services has necessitated a change in publicity and advertising policies of the department. Reorganized in the summer of 1956 into three divisions—Publications, Advertising and Public Relations—the department is now concerned with a more complete preparation and dissemination of public information through the press, radio, television, magazines, exhibits and literature. Mr. H. E. Martin was appointed Director of Publications in May 1956 as a result of this reorganization plan. It is intended, through this medium, to facilitate advertising, publicity and writing services for all departments of the government. In the neighborhood of 40 tons of publicity literature was distributed in 1956 including 24 different publications, pamphlets and other pieces of literature. In all, 465,600 pieces of promotional literature were printed during the year.

A special booklet was produced in 1956, one that receive much credit from the public—"This is Alberta", printed and paid for jointly by the Industrial Development Branch and the Alberta Travel Bureau. It is the story of Alberta in photographs. Fifty thousand copies were for distribution last year while another fifty thousand are on order for distribution this year.

Our advertising material was distributed throughout Canada, the United States and other countries. Approximately the same, or even a greater amount, will be issued this year and more information distributed locally on Government Services. "Within Our Borders", for instance, now has a circulation of 28,500 and is issued twice monthly (a rate of 684,000 copies annually) as against one edition a month last year, at a lower circulation, for a total of 240,000 copies.

Six displays were exhibited in 1956 at Toronto and Edmonton in Canada, and at Los Angeles, San Francisco, Minneapolis and Sacramento in the United States. At least seven will be operated this year with an industrial exhibit at the "Chicagoland", a commerce and industrial fair. It is hoped to build approximately twelve industrial, historical or tourist signs in 1957.

A new Libraries Act was assented to at the 1956 session of the Alberta legislature providing, among other things, for greater financial aid to develop larger units and, eventually, central library services. The first regional library has already been established at Lacombe. A new Library Supervisor, Mr. E. Holmgren, has been appointed to replace Mr. H. Newsom who resigned last year. A new Co-ordinator of Cultural Activities, Mr. W. H. Kaasa, has also assumed office and, since last July, has been employed in a reorganization of his branch. The Recreation Branch has also been incorporated into Cultural Activities and supervisors have been appointed to the Drama and Handicraft divisions in addition to those already appointed to Libraries, Music and Community Recreation.

In the field of music an "Alberta Artists Series" is being organized to enable Alberta musical talent to tour the province, thereby encouraging them in their work and stimulating interest in music in the province.

Having regard to handicrafts, more craft centres, other than those already established, will be organized making a total of fifteen by the end of 1957. The centres already in use are proving very useful and satisfactory to the communities. However, because of lack of craft teachers, centralized craft schools are being considered which will, we believe, enable enthusiastic craft representatives to obtain training in ceramics, weaving, leather, copper design or woodwork. Two "Albertacraft" shows will be held in 1957. One was operated in 1956.

The Recreation Bureau will endeavour to set up in each community a central organization known as a "Recreation Commission" through which all arts in the province will function. Grants by the government to municipalities have been established to further this work on a share basis with them in lieu of wages paid to recreational instructors in former years.

A program consisting of a drama production from the Studio Theatre, the University Mixed Chorus and the R.C.A.F. Tactical Air Command Band will visit eleven communities in Alberta this year under the auspices of the Cultural Activities Branch.

Two major film productions commenced last year have been, or will be, released at an early date through the Film and Photographic Branch. "A Record of Our Jubilee" film, a documental on Alberta's past and present, is already available and has been shown several times. A copy of this, together with a record of all material associated with the jubilee celebrations has already been filed in the Alberta archives.

The demand for still photographs, in black-and-white and in color continues. More than 800 separate assignments were undertaken in 1956 and a total of 5,800 black-and-white photographs taken, of which 5,600 were distributed for publicity purposes to local, national and international newspapers and periodicals. During the year 410 colored stills were made. Of these, 234 were hand colored, mounted and framed for use in public buildings, schools and tourist bureaus in the province. Four hundred stills in natural color also were made, a number of which were used by the government and other media to illustrate articles on industrial development and tourist travel.

In conclusion, may I once again extend thanks to many citizens for their time and energy so generously given in furthering the work of the

department. This applies to members of the several boards—Libraries, Drama, Music, Handicrafts, Visual Arts, Community Recreation and Objectionable Publications; to members of the Industrial Development Board and to Mr. Peter Elliott for his time so freely spent in the work of the Advertising Committee and in developing "Within Our Borders"; also to the Research Council of Alberta; the University of Alberta; chartered banks; chambers of commerce and boards of trade as well as to other departments of government both federal and provincial.

All of which is respectfully submitted.

RALPH R. MOORE,
Deputy Minister.

January 24, 1957.

DEPARTMENT OF ECONOMIC AFFAIRS

HON. A. R. PATRICK
Minister

RALPH R. MOORE
Deputy Minister

Alberta House.....	Agent General: R. A. McMullen
Auditoriums.....	Director: J. E. Plewes
Cultural Activities Branch.....	Co-ordinator: W. H. Kaasa
Libraries.....	Supervisor: E. J. Holmgren
Drama.....	Supervisor: J. McCreath
Music.....	Supervisor: A. Ballantine
Crafts.....	Supervisor: Miss F. Archibald
Recreation.....	Supervisor: Miss E. McFarland
Film and Photographic Branch.....	Film Commissioner: K. Hutchinson
General Office.....	Secretary and Accountant: J. L. Patterson
Industrial Development and Immigration Branch.....	Director and Assistant Deputy Minister: R. Martland
Publicity Bureau	
Advertising Office.....	Director: E. S. Bryant
Publications Office.....	Director: H. E. Martin
Public Relations Office.....	Officer: R. D. McLean
Southern Area Office.....	Supervisor: H. A. Webster
Travel Bureau.....	Director: D. E. C. Campbell

Legislative Building
Edmonton

ALBERTA HOUSE, LONDON, ENGLAND

In the year under review general activity at Alberta House shows little change for the first nine months over the corresponding period in 1955. As will be noted in appended statistics, a substantial increase is shown in the volume of immigration work processed during the fourth quarter of 1956.

IMMIGRATION

As in the preceding year, the policy of selectivity, strictly adhered to, has resulted in keeping the number of emigration applications received and processed at a lower level than might have been otherwise achieved.

Labour shortages throughout the Dominion have brought about extensive Canadian advertising for British emigrants in the professional and technical categories. Assistance has again been rendered to School Divisions, Hospitals and Alberta employers in locating Medical Health Officers, nurses, school teachers, professionally qualified personnel and artisans.

Following commencement of the Suez crisis and unrest in Europe, Federal and Provincial Officers have been inundated with inquiries from British people intending to emigrate to Canada. According to reliable reports, emigrant inquiries at the Canadian Federal Immigration Offices in London, Liverpool, Glasgow, and Belfast have averaged six thousand would-be emigrants per day during the week preceding Christmas. Increasing correspondence and personal interviews at Alberta House would indicate that the volume of emigrant applications and departures could equal or exceed the number processed prior to April, 1956, when our emigration policy was curtailed.

INDUSTRIAL DEVELOPMENT

The year 1956 has been notable for the changing circumstances with which British industry has had to cope. The higher bank rate, the credit squeeze, and the rising spiral of wages, have brought about the abandonment of plans formulated for the establishment of branch plants in Canada and in Alberta by a number of companies in the United Kingdom.

Throughout the year Alberta House has dealt with an increasing flow of requests for information on natural resources, market demand and potential, availability and cost of power and transportation, wage structures, industrial health services and provincial industrial relationse. As in past years, Alberta House has continued to refer requests from British manufacturers for assistance in the appointment of agents in Alberta to the United Kingdom Trade Commissioner's Service in Canada and to the Special Representatives, Canadian Banks, in London.

Early in 1956 British interest in Western Canadian petroleum development began to build up, with the result that British Investment Houses and Petroleum Companies have doubled United Kingdom investment in the Western Canadian petroleum industry since the advent of the Suez crisis.

During the year the Agent General attended thirty-nine meetings at which technical papers were read on Commonwealth Natural Resources, Power, Commerce, Industry, The Petroleum, Natural Gas and The Petro-Chemical Industries. The Agent-General attended meetings and functions of the British Chamber of Commerce, the American Chamber of Commerce, and the Federation of Commonwealth and British Empire Chambers of Commerce. Chambers of Commerce in leading cities throughout the United Kingdom were visited for the purpose of discussing natural resources and industrial opportunities in Alberta with Chamber of Commerce Secretaries and Members.

In 1956, as in previous years, contact was maintained with the following British Industrial and Trade Associations:

Her Majesty's Board of Trade
Federation of British Industries
Association of British Chemical Manufacturers
National Federation of Clay Industries
Federation of Manufacturers of Contractor's Plant
Electrical and Allied Manufacturers Association
British Engineering Association
Association of British Gas Industries
Glass Manufacturers' Federation
British Iron and Steel Federation
Linoleum Manufacturers' Association
Machine Tool Trades' Association
Mechanical Handling Engineers' Association
National Paint Federation
British Plastics Federation
Sheet Metal Industries Association
Federation of Brick and Tile Manufacturers
British Steel Wire Industries Association
The Institute of Petroleum
British Manufacturers of Petroleum Equipment
British Sulphur Corporation
Scottish Council.

During the year, seven Alberta firms have solicited the assistance of Alberta House in locating potential United Kingdom financial participation or purchasers of their manufacturing and trading concerns. Assistance has also been rendered to a number of British firms interested in purchasing, establishing or expanding commercial or industrial operations in Alberta and in Western Canada.

PUBLICITY, PUBLIC RELATIONS, FILMS AND PHOTOGRAPHS

Alberta Government publications have been distributed during the year to Her Majesty's Board of Trade; Her Majesty's Central Office of Information; British and Canadian Banks; Transportation Companies, Travel Agents; Public Libraries; Chambers of Commerce and to Educational Establishments throughout the United Kingdom.

Close contact has been maintained with British and Canadian press representatives in London. General and statistical information on Alberta education, health, welfare, agriculture, natural resources, industrial expansion, housing and comparative costs of living has been supplied to the national and provincial press, to the broadcasting and television services, and to trade publications. Alberta House has supplied Alberta Government photographs on request for illustrating articles published in Great Britain during the past year.

Alberta Government films have been shown at immigration meetings, universities, agricultural colleges, schools, business luncheons and in factories to a total estimated audience of about fifteen thousand viewers. The City of Calgary Civil Defence Film, "Exercise Lifesaver", has been shown in the cities of London, Newcastle and in eight major centres in the counties of Durham and Northumberland.

As in past years, the Agent General has accepted invitations to deliver addresses on Canada and Alberta at official, civic, industrial and social functions.

CIVIL INQUIRIES

As in past years, Civil Inquiries, including requests for Birth, Marriage and Death Certificates, have averaged about twenty-five per month. Assistance has been rendered in the settlement of estates of deceased persons in Alberta and the United Kingdom. Information has been obtained on property located in the Province and owned by United Kingdom residents. Inquiries have been made in the United Kingdom and on the Continent of Europe for the whereabouts of missing persons related to residents in Alberta.

REPRESENTATION

Alberta House has become a well known part of the Canadian scene in London and as a consequence it was gratifying to represent the Government and the people of Alberta at a total number of 229 official functions and receptions extended by Her Majesty's Government in the United Kingdom; by the Corporation of the City of London; by Commonwealth Government Representatives, and by industrial and financial corporations in the United Kingdom.

CIVIL DEFENCE

On Saturday, 6th October, 1956, the Agent General for Alberta accompanied the Home Secretary, Major the Right Hon. Gwilym Lloyd-George, T.D., M.P., to Darras Hall, Panteland, Northumberland, on the occasion of his official visit to the Northumberland County Civil Defence Headquarters. Northumberland County Civil Defence and Alberta Civil Defence having been affiliated since 1945, Darras Hall was also visited during the year by Col. G. O. Bell, O.B.E., Civil Defence, Calgary, and by Mr. A. Peart, Alberta Civil Defence Headquarters, Edmonton.

ALBERTA VISITORS

A total number of 197 Alberta citizens visited Alberta House in 1956. The names of thirty-five Alberta residents were submitted to the Office of the Lord Chamberlain for invitations to one of the two Royal Garden Parties at Buckingham Palace.

Many Alberta visitors have regularly called at Alberta House for mail and messages. Mail has also been sent on to visitors touring the United Kingdom and Europe.

Throughout the year assistance was rendered to Alberta visitors on currency exchange regulations, customs formalities, passport and visa problems, rail and ocean transportation to and from the Dominion and on the Continent of Europe.

In a number of instances Alberta visitors have been assisted in finding accommodation and employment.

VICTORIA CROSS CENTENARY CELEBRATION

On Tuesday, June 26th, 1956, The Honourable J. J. Bowlen, Lieutenant-Governor of Alberta, accompanied by the Agent General for Alberta and Mrs. R. A. McMullen, attended the Review in Hyde Park by Her Majesty The Queen and His Royal Highness The Duke of Edinburgh, of living holders of the Victoria Cross.

On Wednesday, June 27th, the following Alberta holders of the Victoria Cross were received at Alberta House by His Honour, the Lieutenant-Governor of Alberta:

Brigadier Frederick M. W. Harvey, V.C., M.C.
Alexander P. Brereton, V.C.
Cecil J. Kinross, V.C.
Ray Louis Zengel, V.C.

Victoria Cross religious and social functions were attended during the period of June 25th to July 2nd inclusive. On Friday, June 29th, Mrs. R. A. McMullen, Vice-Chairman, Canadian Women's Club, attended a Garden Party to which all ladies of the Canadian Victoria Cross party were invited. The Canadian Victoria Cross holders and their ladies attending the Centenary Celebrations were entertained on Dominion Day at dinners given by the Canada Club and by the Canadian Women's Club in London.

THE WELSH SOCIETY OF EDMONTON

The Welsh Society of Edmonton, Canadian Pacific Airlines Charter Flights, were met on arrival at London Airport June 7th, June 21st and June 28th, and all possible assistance given to them as required.

APPRECIATION

A full measure of practical co-operation has at all times been extended to Alberta House by members of the Department of Economic Affairs and by members of other Departments of the Government of Alberta.

The Agent General again wishes to express personal appreciation to the High Commissioner for Canada and the members of his staff in the United Kingdom; to the Colonization and Transportation representatives of the Canadian National Railways, the Canadian Pacific Railway and the Cunard Steamship Company in Great Britain.

APPENDIX

CORRESPONDENCE

Year	Received	Sent Out
1949	5,204	5,678
1950	5,587	7,151
1951	7,807	8,733
1952	10,751	11,210
1953	12,458	14,059
1954	8,627	9,870
1955	11,046	11,254
1956	13,340	11,615

NUMBER OF EMIGRANTS INTERVIEWED

1949	1950	1951	1952	1953	1954	1955	1956
875	1762	2224	3459	3569	1798	1103	1332

NUMBER OF APPLICATIONS RECEIVED

1949	1950	1951	1952	1953	1954	1955	1956
540	545	1001	1449	1520	841	323	536

MARITAL STATUS OF APPLICANTS, 1956

Single		Married or		Wives		Children		Total
M	F	Heads of Households				M	F	
102	39	395		394		303	299	1532

KNOWN UNITED KINGDOM EMIGRANT DEPARTURES

1949	1950	1951	1952	1953	1954	1955	1956
2202	1216	2213	3320	3683	3465	1456	1420

CLASSIFICATION OF APPLICANTS

Year	Agricultural	Clerical	Executive and Professional	Trades	Semi-Skilled or Unskilled
1949	76	75	76	212	101
1950	20	93	123	225	84
1951	45	112	161	527	156
1951	18	227	351	689	164
1953	50	236	379	449	406
1954	18	157	230	270	166
1955	6	56	110	113	38
1956	11	118	170	167	70

ESTIMATED AMOUNT OF TRANSFERABLE CAPITAL

1949	1950	1951	1952
\$1,196,682	\$1,250,000	\$1,805,000	\$1,915,678
1953	1954	1955	1956
\$2,096,638	\$1,401,145	\$ 368,540	\$ 681,380

QUARTERLY RECAPITULATION OF STATISTICS

Quarter	Correspondence Received	Sent Out	Interviews	Applications Received	Departures	Transferable Capital
1st	3,458	3,198	264	90	128	\$103,530.00
2nd	3,131	2,141	335	82	448	91,560.00
3rd	3,228	2,771	268	106	445	127,110.00
4th	3,523	3,505	465	258	399	359,180.00
	13,340	11,615	1,332	536	1,420	\$681,380.00

CULTURAL ACTIVITIES BRANCH

This report is based on the work of the Cultural Activities Branch and its associated boards which are as follows:

ALBERTA LIBRARY BOARD

Miss Louise Riley, Chairman
Miss Flora MacLeod
L. A. Walker
R. E. Gregg
Mrs. W. C. Taylor

ALBERTA DRAMA BOARD

Doug. Homersham, Chairman
Miss Esther Nelson
Miss Betty Mitchell
J. T. McCreath
Gwilym Edwards
Mrs. Marjorie Buckley

ALBERTA MUSIC BOARD

Prof. R. S. Eaton, Chairman
A. C. Ballantine
J. T. McCreath
Geo. Nechkin
H. P. Buchanan
Rt. Rev. R. J. Pierce
H. G. Turner
H. A. Webster

ALBERTA VISUAL ARTS BOARD

F. D. Potter, Acting Chairman
Miss F. G. Archibald
W. F. Irwin
Mrs. Marion Nicoll
Murray MacDonald

COMMUNITY RECREATION BOARD

A. V. Pettigrew, Chairman
Miss E. McFarland
M. L. Van Vliet
W. A. Hutton
Mrs. Rhona Duncan
Rev. T. Buchanan

ALBERTA HANDICRAFT BOARD

Mrs. A. Douglas, Chairman
Miss Francis G. Archibald
G. E. Dickson
Mrs. A. Lundy
Luke O. Lindoe

ADVISORY BOARD ON OBJECTIONABLE PUBLICATIONS

Mrs. A. J. Maure, Chairman
John Dutton
Mrs. Corinne Robison
R. H. Jaecock
J. Roger Flumerfelt
F. O'Hara

During the past year much thought has been given to the functions of the Cultural Activities Branch to effect greater unity.

The quarterly magazine "Leisure" has been continued, and carries news of the cultural activities to all parts of the province, Canada and the U.S.A. In addition to "Leisure" a monthly "News Bulletin" outlining the work of each division, giving information on scholarships, programs of various Centres throughout the province, is being published. This publication has a circulation of four thousand copies, and many letters have been received from various parts of the province emphasizing its value to communities.

VISUAL ARTS DIVISION

During the calendar year each board held three or four meetings and all were represented at a Combined Meeting of all Boards in December 1956.

The most important business conducted was the division of the boards and setting up of a separate Handicraft Board to deal with crafts to enable

the Visual Arts Board to deal strictly with matters of visual art only and joining the "Western Canada Art Circuit" thus giving the communities an opportunity to view excellent exhibits otherwise denied them.

During 1956 the board lost three members due to resignations. They were Professor H. G. Glyde, Mrs. Flemming and Mr. E. C. Poole. New appointments, to replace these vacancies, were made and include Mr. Murray MacDonald, Edmonton, Mr. W. F. Irwin, Calgary, and Mrs. Marion Nicoll, Calgary. The department also lost their Supervisor of Handicraft and Visual Arts, Mrs. Tewnton, who resigned her post to visit her homeland—Scotland. Miss Frances G. Archibald was appointed Supervisor of Handicrafts and Visual Arts, effective February 1st, 1956.

An appropriation of \$2,600 was granted for scholarships in Crafts and Visual Arts, to be used at the Provincial Institute of Technology and Art, Department of Extension (University of Alberta) and the Summer School of the Banff School of Fine Arts.

Winners of the 1956 scholarships were:

Craft Centres:

Mrs. E. McFadzen	\$250.00	
Mrs. L. Seldon	250.00	
Mrs. C. F. Lawrence	250.00	
Mrs. M. Chienier	250.00	
	<hr/>	\$1,000.00

Annual Spring Scholarships:

Ceramics—Dorothy Sand	\$200.00	
Weaving—Edith Whidden	200.00	
Leather—Katie Ohe	200.00	
	<hr/>	600.00

Visual Art Board Scholarships:

Calgary—Bill Brownridge	\$250.00	
Calgary—W. R. Hinman	250.00	
	<hr/>	500.00

Foreign Scholarship:

Rolf Ungstad	\$500.00	
	<hr/>	500.00
		<hr/>
		\$2,600.00

HANDICRAFTS DIVISION

During the year the Handicraft Board held two meetings and was represented at a Combined Meeting of the Cultural Activities Boards, held in Edmonton, December 8th, 1956.

The most important business of this period was the setting up and organization of the Handicraft Board to handle the affairs of all crafts within the province. These members represent a fair division from the whole province.

The board dealt chiefly with "Albertacraft—57", and exhibits for "Maytime in Alberta". It has been suggested that "Albertacraft—57" should be held in both Calgary and Edmonton, and that the "Maytime in Alberta" exhibits should contain good samples only to be shown at "Albertacraft—57", making a high standard yet keeping the exhibit fairly small and compact. Also, the Handicraft Guilds of Alberta have co-operated in helping to extend our handicraft program to the southern section of Alberta.

"Albertacraft—56" was held at the Edmonton Museum of Arts, and proved itself quite a successful affair. The exhibit was opened by the Minister of Economic Affairs and the Deputy Minister. The Edmonton Weavers' and Potters' Guilds assisted in presenting this show, also generous donations of work were received from our seven Albertacraft Centres. We were pleased to welcome exhibits from British Columbia, Calgary and Edmonton, including the Canadian Red Cross Society and the Charles Camsell Indian Hospital. The ladies of the Edmonton Museum of Art served tea each afternoon and evening. The Craft Centres completed a successful year in crafts.

At the beginning of September a course in design and copper was introduced, along with courses in weaving, ceramics, woodcraft and leather work.

Three new instructors were hired:

Mrs. M. Miller, Edmonton, for leather and copper,
Mrs. Georgina Graham, Calgary, for weaving,
Miss Sophie Sembaliuk, Willingdon, for ceramics.

These instructors have added a great deal of interest to the courses.

Three new Craft Centres have been added:

Calgary Rehabilitation Society,
Wetaskiwin, Alberta,
Lethbridge Rehabilitation,

making a total of ten Craft Centres.

We have introduced our proposed program in the southern area of the province to Magrath, Coutts, Lethbridge Craft Society, Brooks, Medicine Hat Rehabilitation Society, St. Joseph's Home, Medicine Hat, Olds and New Norway, all of which may ask to become Craft Centres in 1957.

Scholarships during the past year have been dealt with through the Visual Arts Board as stated in their annual report. The 1956 Scholarship winners had a successful season at the Banff School. The most outstanding of these was Miss Margaret Chenier, not only from the standpoint of her studies in weaving, but also for the wonderful physical effect. Miss Chenier is now teaching part-time in weaving at our Edmonton Rehabilitation Centre.

MUSIC DIVISION

During the year the Board held four meetings in addition to a meeting of the Combined Boards.

Five scholarships were awarded—four out of the \$1000 grant made by the Department to the Board for this purpose, together with one additional. These awards were to:

Dolly Ann Thachuk, Edmonton	\$250.00
Eleanor L. Kerr, Millet	250.00
Geraldine B. Mason, Edmonton	250.00
Mary Lou Dawes, Midnapore	250.00
Sylvia Marilyn Webb, Edmonton	250.00
	<hr/>
	\$1,250.00

An effort was made to secure additional scholarships from Alberta Hotels Association and the Carl O. Nickle Foundation. The Association pointed out, however, that it was already donating scholarships to the Banff School of Fine Arts. The trustees of the Foundation intimated nevertheless that our request would be brought before their Board for consideration.

FIVE-YEAR PLAN

By direction of the Minister of Economic Affairs, the board prepared a "blueprint" showing accomplishments of the past five years and projects for the next five years. The main points dealt with are contained in the following remarks:

Alberta Artists' Series—This was a project referred to in the "blueprint" as the Young Artists' Series. The title was changed as being more appropriate and less suggestive of possibly immature talent. At a meeting held on December 8th, the board urged that this series (consisting of about five teams) be organized and put into operation.

At the same meeting the board recommended the increase of the present allotment of scholarships from four valued at a total of \$1,000 to twelve valued at a total of \$3,000.

Survey—Mr. G. K. Greene, extension lecturer on music at the University of Alberta and an ex officio member of this board, is working on the survey referred to in the "blueprint" as time and opportunity permit, making use of the 1947 questionnaire in shortened form.

Music Teaching—Contacts, personal and otherwise, with institutions of musical education and music teachers' associations have secured promises of co-operation, but finding even partly qualified teachers for small communities remains difficult. Although it has been shown through our media of publicity that the country music teacher is in much the same position as the country doctor, who has spent as much or more time and money on his professional education, the young music teacher seems to prefer a fuller life than the small town or the village can offer. Yet it must be admitted that as sick people are willing to travel miles to "the city" for treatment, the music pupil hopes, rightly or wrongly, to obtain better training at larger centres.

Record Library—This service continues to be well utilized, especially by teachers. But since the collection consists almost wholly of 78 r.p.m. discs which have suffered badly from wear and tear in the eleven years since the collection was begun, it is recommended that these be replaced, preferably by LP discs, with many more additions. It is suggested this board and/or the Music Division of the Department of Extension be consulted with regard to such recordings.

General—The board is happy to have been of service to the public in a number of ways, e.g. advising on the organization and conduct of local festivals, selection of music for small choral groups, orchestras, etc.

Finance—Until the present, the board's only source of revenue has been \$1,000 grant from the Department of Economic Affairs, all of which was disbursed in four scholarships. The fifth scholarship previously referred to in these pages was not paid out of the board's funds.

LIBRARIES DIVISION

During the calendar year 1956 the board held four meetings and was represented at the Combined Meeting held in Edmonton, December 8th.

The most important business of that period and a large portion of the preceding calendar year was the drafting of the Libraries Act, 1956, and its passage through the Legislature.

During that period also the Department lost the services of the library supervisor, Mr. H. E. Newsom. The board has seen also the retirement "by the effluxion of time" of Miss Flora Macleod, a valued member almost since the board's formation. Formerly extension librarian at the University in Edmonton, Miss Macleod is now living in Calgary and for that reason declined to accept another term of membership.

When employed by the Department Mr. Newsom covered a great deal of territory, accomplishing a lot among libraries, both established and new. The Lacombe Regional Library remains as his monument.

The usual short course for community librarians was held in May at Lethbridge at the same time as the annual meeting of the Alberta Library Association.

The board was represented by Mr. L. A. Walker, then of Medicine Hat and now of Edmonton, at the Canadian Library Association conference at Niagara Falls, Ontario.

As a result of representation by the Board, the Department now makes a grant of \$1,000 to the board to be disbursed at the latter's discretion on scholarships. Formerly the Department appropriated \$1,000 for four scholarships of \$250 each as the Board might recommend. The \$1,000 grant made possible the award of two \$500 scholarships respectively to:

Ruth Eleanor Lien—Camrose,

Aileen Marilyn Hartig—Edmonton.

The board finds the present arrangement more satisfactory since, there being no library school closer than Montreal or Toronto or Seattle, the \$250 the board was allowed to recommend paid little more than travelling expenses.

The acting secretary was able to render some assistance from time to time to city and public library authorities at Camrose where a new municipal library has been set up.

Applications are arriving at the secretary's desk for assistance in the formation of new libraries, mostly of the "Community" type which the Department does not encourage if a municipal library is feasible. One community library, however, was designated (at Winfield) on the recommendation of the board.



Ralph R. Moore, deputy minister of the Department of Economic Affairs, is shown presenting one of the many scholarships awarded through the department annually.

COMMUNITY RECREATION DIVISION

The Community Recreation Bureau assists communities in the organization and operation of their recreation programs through: leadership training, leadership grants, scholarships, supervision of leaders, consultative service and the distribution of information, publications and films dealing with recreation, facility and program planning.

Leadership Training

A. Recreation Leadership School—The Recreation Leadership School was again operated at Red Deer July 9th to August 4th, 1956. One hundred and one candidates, representing 52 Alberta communities, were in attendance.

The trainees, sponsored by community organizations, were offered intensive instruction in principles of recreation, group games, rhythmic, creative drama, quick crafts, team and individual sports, square and social dance, swimming, first aid, keep fit, gymnastics, community singing and social recreation. Sixteen permanent recreation certificates and 76 interim certificates were issued to candidates who successfully completed the course.

B. Camp Leadership—In co-operation with the Alberta Camping Association, a two-day course in camp leadership was offered in May. The initial effort was very successful. Seventy leaders representing some 30 camps were in attendance and found the conference stimulating and helpful.

C. Playground Leaders' Course—The annual one-week course in playground leadership was held in June. Candidates receive instruction in games, playground crafts, story-telling, creative drama, community singing, team sports, playground administration and leadership techniques. Thirty-six leaders attended the course, and returned to such communities as Ponoka, Standard, Fort Saskatchewan, Medicine Hat, and Red Deer and Raymond to conduct summer playground programs.



A multi-pyramid of gymnasts at the annual Recreation Leadership School at Red Deer, operated by the Community Recreation Bureau.

D. Coaching Clinics—During 1956 three-day coaching courses were held in soccer, track and field, hockey and basketball. A total of 175 candidates attended the four courses with an excellent representation from small communities. The majority of those in attendance were teachers.

Leadership Grants

A most significant step forward in recreation was taken in September when the bureau changed from direct payment of leaders to the payment of leadership grants to communities. O.C. 224/56.

Under the new arrangement communities are eligible to receive grants for full or part-time recreation leaders providing the local government establishes recreation boards under official by-law and hires trained leadership to operate approved programs. During the period September to December, the following communities were approved for grants on behalf of full or part-time leaders: Calgary, Edmonton, Red Deer, Lethbridge, Stettler, Wembley, Rimbey, Nobleford, Carmangay, Wetaskiwin, Camrose, Standard. A number of other towns and villages are in the process of organizing. It is hoped through the leadership grants, to make people more aware of the importance of qualified leadership in the recreation field.

Consultative and Supervisory Service

During the year there has been a heavy demand for information on organization for recreation, facility planning and programming. Where practical, this demand has been met by a visit from a staff member. However, a large number of requests have had to be handled through correspondence.

Supervision was given to as many as possible of the part-time leaders, trained by the bureau, who were operating programs throughout the province.

As an additional service to communities and active leaders, the bureau continued to operate a library loan service, and distributed a number of free publications along with the monthly news letter. This letter has now become part of the Cultural Activities News Bulletin.

Scholarships

This year, for the first time, the Community Recreation Board made scholarships available to graduate and undergraduate students entering the field of recreation.

One scholarship in the amount of \$200 was awarded to Mr. P. B. Nelson, a student in his graduating year in physical education at the University of Alberta.

Staff

In August Mr. J. Riddel, formerly of Regina, was hired to assist with the work of the bureau. With his assistance it has been possible to greatly increase our consultative service. However, this phase of our service is still far from adequate due to the distances which must be covered by a staff operating from a central office.

DRAMA DIVISION

During the calendar year 1956 the board held five meetings and was represented at the Combined Board Meeting. The most important business during the period was the alteration in the method of distributing scholarships, and considering the problems concerning the high rentals in auditoriums throughout the Province.

Scholarships were awarded as follows: \$325 to Regional Festival; \$475 to Provincial One-Act Plays; and \$750 Bursary Awards.



An outstanding dramatic presentation at Jasper last year re-enacting arrival of first settlers, drew large audiences.

The Drama Supervisor organized and produced two shows at the Bowden Institution, and a pageant at Jasper Park, known as "The Jasper Story". He also organized drama groups at Bowden and Jasper, quite apart from the above undertakings.

The Supervisor adjudicated High School Drama Festivals at Lloydminster, and at Medicine Hat; regional One-Act Festivals at Lacombe and Tofield, and Three-Act Provincial Drama Festival eliminations, held at seven different centres in the province during December.

The Supervisor gave instruction in drama to high school drama groups at Fort Saskatchewan and in his official capacity attended the Drama Festivals at Red Deer and Medicine Hat.

On behalf of the Co-ordinator the Supervisor addressed civic groups in Grande Prairie and Beaverlodge in September, and made preparations to conduct Workshops in certain provincial centres in 1957.

The Supervisor prepared articles for "Leisure" and the "Monthly Bulletin", attended many meetings of Supervisors called by the Co-ordinator, and was Acting Supervisor of Music from September, 1956. He served also as Secretary of the Jubilee Auditorium Management Committee throughout the year.

ADVISORY BOARD ON OBJECTIONABLE PUBLICATIONS

Four members of the board resigned in 1956 and have been replaced by Mrs. Corinne Robison, R. J. Jaecock, J. Roger Flumerfelt, leaving one vacancy at this time. Mrs. Maure, Mr. O'Hara and Mr. Dutton are the remaining members of the Board.

A publication from the board, entitled "What's Wrong With Comic Books" is receiving very wide appeal, not only in the Province of Alberta but in many Canadian centres. To date 12,625 copies have been distributed.

FILM AND PHOTOGRAPHIC BRANCH

The end of 1956 marks the completion of nine full years of operation for the Film and Photographic Branch, as a part of the Department of Economic Affairs, in producing photographs and films designed to interpret Alberta to peoples the world over. During these years, photographs have materially assisted in making our way of life known outside our borders, and have encouraged many people to pay us a visit and in some cases, to come and make this their home.

To carry out its duties, the branch now has the following staff:

Director	1
Secretary	1
Photographers	3
Darkroom Technician	1
Film Clerk	1
Artist	1

It will be noted that this is a reduction of two in staff from the time of the previous report. During the year both of our motion picture photographers took employment elsewhere, and it is not expected that these positions will be filled unless conditions demand.

During the year, the Calgary office continued to perform a photographic service for the southern area. Mr. W. D. Marsden, who is in charge of the office has been doing all types of photography, including motion pictures, and has made a favorable impression with his work for the various departments.

The following is a comprehensive report of the various activities of the branch during the year:

Black and White Still Photos—As usual our still photographers have been kept particularly busy. Over eight hundred separate assignments were covered and a total of five thousand eight hundred photos were taken.

From these, and negatives previously produced, 15,600 photos of size 8x10 inches were distributed for publicity purposes. These were supplied to local, national, and international newspapers and periodicals. The branch submitted photos to such leading papers as the Toronto Star, Western Business and Industry, Public Works in Canada and such foreign papers as the New York Times, London Daily Mirror and Spokane Review.

One early project receiving our attention was the Jubilee Photographic Album. Approximately two hundred and fifty of the better photos taken during the Jubilee were made into an Album for the Archives.

Color Stills—Four hundred and ten photos of size 11-14 inches or larger were made during the year. Of these, two hundred and thirty-four were hand colored, mounted and framed for use in public buildings, schools and tourist bureaus. The entire production of these photos was carried out by government staff, including the framing.

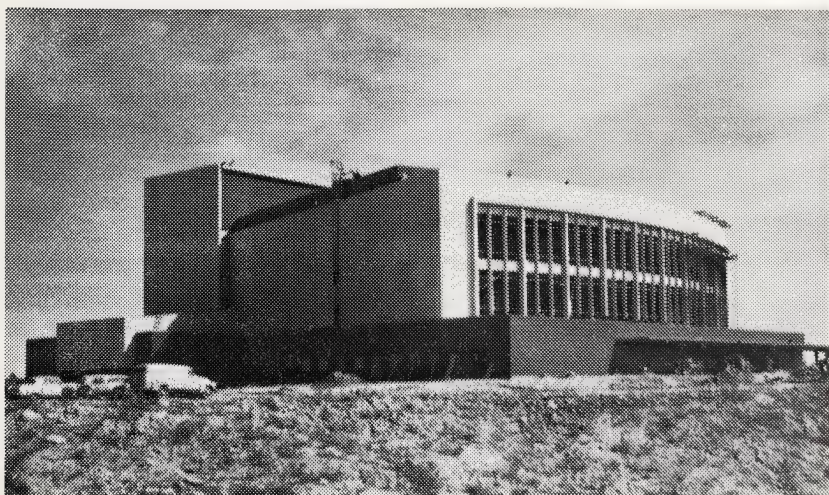
Approximately four hundred stills in natural color were made during the year. A number of these were used by the government and others were supplied on loan to illustrate articles on our tourist travel, the gas and oil development, etc.

Motion Pictures—Early in the year the film entitled "A Record of Our Golden Jubilee" was released for general showing. This film covered the major events taking place in the province during the Jubilee celebrations of 1955. The film is some thirty minutes in length, taken in color with actual sound sequences being recorded on the spot in some cases. It is interesting to note that the branch is now making its own sound tracks on magnetic film, thus saving a large part of the expense formerly incurred in the productions planned. While the first track was made in 1955, the Jubilee film was our first attempt at sound synchronized shooting and has received high praise from practically all who have seen it.

A major project still continuing from the Jubilee year was that of building the Auditoria in Calgary and Edmonton. Early in the year the branch produced a fifteen-minute short subject dealing with the plans for the buildings and released it especially for television. The film gave a good description of the facilities that would be available in the new buildings and was well received.

Another major production which will be completed early in 1957 occupied much of the time of our photographers. This was the Alberta Story. This film will deal with the various services of Government Departments and when completed will be about one hour in length. This will be the longest film ever undertaken by the branch. Several smaller projects were undertaken for public information or publicity in aid of a worthy cause. The camp operated by Dr. Brown for Diabetics was photographed in motion pictures again this year. Approximately five hundred feet of film was taken and when processed this film was cut into the production done during 1955. This material filled in the gaps that had been left at that time and now makes a useful information piece to create interest in the work of the Diabetics Association.

The Department of Agriculture became interested in the construction of Pole Barns and was anxious to pass on the details of construction to any who were in need of such a structure. The Photo Branch made a short silent



Multi-million dollar auditoriums at Edmonton and Calgary are enduring reminders of Alberta's Golden Jubilee

movie showing the actual construction at two separate farms and it is expected that this will prove helpful to many farmers wanting to know about cheaper construction.

During the summer we had a visit from one of Canada's greatest boosters, namely Mr. John Fisher. During the course of his visit, members of the photographic staff accompanied Mr. Fisher on his travels to such places and events as the Calgary Stampede, Banff Indian Days, Lake Louise, the Crownsnest Pass, and took some fourteen hundred feet of film in both black and white and color. This film will be used on various CBC programs on which Mr. Fisher appears to advertise the tourist attractions of Canada.

Approximately five thousand feet of film on tourist attractions, industries, animals and all manner of subjects has been added to our stock footage library for future reference.

Production without distribution would be a waste of public funds. With this in mind we have continually tried to better our position in this regard. Our films are now distributed in the United States through the offices of the National Film Board, whose staff has been most helpful. Reports coming from the Board during 1956 indicate that our tourist films were shown 139 times over T.V. to an estimated audience of 20 millions, while cumulative general showings numbered 3,897 to audiences of 270,084. In addition our films were loaned from the offices of Alberta House, in the United Kingdom. In Canada, distribution has been handled from our own library in Edmonton. Canadian T.V. stations using the films during the year included Edmonton, Calgary, Hamilton, Sault Ste. Marie, London, Saskatoon, Halifax, Windsor and Sudbury.

FILM LIBRARY

The film library, making up a part of this branch, is responsible for the shipping and maintenance of all government films, excepting those specifically designed for the use of schools. During the year one thousand, three hundred and fifty shipments were made from the library.

ART

Mr. Paul Sembaliuk, a graduate of the Calgary Technical School, replaced Mr. A. Roberge as our staff artist. Mr. Sembaliuk produced the displays for Fort Macleod, Calgary and Edmonton Tourist Bureaus and in addition was employed in completing the following: Titles and Animation for Agriculture Poultry Disease Film and This Is Alberta; Letterheads (Dominion Drama Festival); Cover Drawings for Economic Surveys; Travelling Displays for large hotels and special conventions, Color Sketches of Displays to be constructed in the United States for special travel shows; and many others. It is our intention to add another artist to the staff when a suitable applicant is available.

MISCELLANEOUS

The branch was fortunate in obtaining additional space during the year which allowed for the installation of a proper portrait and art studio. At the same time our film cutting room was transferred from the basement vault. The new surroundings are much more conducive to good work.

The co-operation between this branch and outside photographic agencies has been maintained for many years, while our relations with the local and national offices of the National Film Board have been especially good and both have profitted from the associations. As usual, we worked closely on film programs for tourist centres such as Banff, Jasper and the various

Provincial Parks as well as regular showings at the Calgary and Edmonton Exhibitions. In the latter case, the equipment and the premises were supplied by ourselves, while the National Film Board provided the staff.

Our relations also have been good with all commercial photographers. As in past years, we were able to divert some requests for service directly to them, keeping in mind our policy of doing only that work which definitely concerned the government.

The Ernest Brown collection was handled by Miss Gladys Reeves under the direction of this Branch. Miss Reeves supplied photos from this collection and gave quite a number of lectures to school children on Alberta's early history.

Late in the year a Scan-A-Graver was added to our equipment and placed in the photo work room. While the use of this equipment is being directed by the Publications Branch, the Photographic Staff will handle the making of any cuts required. This new equipment makes possible the use of our photos by rural newspapers without any additional expense to them and should aid materially in the department's publicity and educational program, particularly in the rural parts of the province.

When possible, equipment such as screen projectors and generators were loaned to other departments of the government, and our staff aided in over seventy film showings over and above their regular working hour assignments. The preview theatre located in this branch was used on numerous occasions during the year by almost all departments.

INDUSTRIAL DEVELOPMENT AND IMMIGRATION BRANCH

Construction work during the year was at a high level although several construction companies experienced a shortage in some types of skilled labour. The Alberta Phoenix Tube & Pipe Ltd. completed its steel pipe mill and is now in production, employing more than 125 people. Western Plywood Alberta Limited completed its new plywood plant at a cost of \$1,500,000 and is now in production. Northwest Nitro Chemicals Ltd., located at Medicine Hat, has its new \$23,000,000 fertilizer plant in operation.

Some other companies that completed their plants during the summer and now in operation are British American Oil Company Ltd. (Canadian Gulf Oil Co. Ltd.) at Nevis and Stettler; Imperial Oil Limited, Redwater; North Star Oil Limited, Grande Prairie; and Canadian Marietta Company Limited. The plants listed were included in our report last year and the products from these new industries are phenolic resin adhesives, petroleum products, plywood, and L.P. gases. Polychemical Industries Ltd., located in the M.D. of Strathcona, completed their plant and are now producing polyethylene pipe, film and vapor barrier for the western market. Raw materials for the operation of the plant are obtained from the primary petro chemical industries in Alberta.

Our three largest cities reported new high construction figures for the year. The City of Lethbridge reported \$6,999,719 for 1956, an increase of more than \$500,000 over the previous year. The City of Calgary had \$24,193,802 worth of business construction during the year, an increase of almost \$6,000,000 over 1955. Total value of all building permits issued by the City of Calgary for 1956 amounted to \$61,029,219, an overall increase of nearly \$3,000,000. The City of Edmonton recorded \$22,744,744 in commercial buildings, an increase of 140%. The Town of Grande Prairie in the Peace River District authorized building permits totalling \$2,101,609 for the year.

INDUSTRIAL DEVELOPMENT

Capital expenditure on new industries, expansion to existing industries, new warehouses, office buildings, miscellaneous businesses and additions excluding Federal, Provincial and Civic Government projects, amounted to more than \$47,000,000. The dollar value figure is less than that reported in our overall expansion last year.

The \$23,000,000 fertilizer plant at Medicine Hat included in our last year's report, increased our total figure on industrial expansion considerably. It is noted however, that during the year 1956 more industries expanded their facilities, also new warehouses located and several large additions to office buildings or new office buildings are under construction or completed.

Fifty-five industries either expanded or located in the province during the year. The capital expenditure for this industrial expansion totalled \$19,683,585. Seventy-two new warehouses or additions to existing warehouses at a cost of \$6,959,825 and fifteen new office buildings and additions costing \$16,993,265 were made during the same period. In addition, seven miscellaneous businesses have under construction buildings totalling \$3,587,000.

A list covering the expansion reported follows. The report includes expenditures which indicate that small business is expanding as well as the major companies.

MEETINGS

An Industrial Development Board meeting was held in May in the Town of Vermilion. The meeting was well attended by people representing the Town of Vermilion and surrounding area. As a result of the interest shown by the Vermilion representatives, an application has now been received from the Town for a Vermilion representative to be appointed by the Board. An Industrial Development Board meeting was also held in Wetaskiwin early in December and was attended by Wetaskiwin businessmen.

New appointments were made to the Industrial Development Board. The City of Calgary appointed Mr. K. S. Ford, City Industrial Co-ordinator, as their representative on the Industrial Development Board, and Mr. H. J. Yerxa replaced Mr. E. Schnell, as the member representing the City of Camrose.

INDUSTRIAL PROMOTION

The Branch sponsored an industrial exhibit at the California State Fair held in September at Sacramento, California. The exhibit was organized in co-operation with the Publicity Branch and Alberta companies. Four gold medals were awarded by the State of California to Alberta companies, whose goods were on display. The medals were accepted by the Department on behalf of the four companies and later presented by the Hon. A. R. Patrick to the company management.

A similar exhibit is being planned for the Chicagoland Fair to be held in the City of Chicago during the latter part of June 1957. Products from Alberta manufacturers seeking markets in the United States will be displayed, and contact made with American importers where possible. Included in the exhibit will be samples of raw materials available for industry and a display depicting our industrial growth.

The director made a trip to eastern Canada and eastern United States during September and included in this trip for the first time, was the City



A view of the booth at the California State Fair at Sacramento last year, which drew thousands to its display of Alberta's tourist and industrial attractions.

of Boston. A number of new contacts were made in the United States which has resulted in several industrialists visiting the province to look over the prospects. Several surveys are now being compiled at the request of companies interested in a branch operation in this province. There is considerable interest in developments which will utilize products from our forests. Developments that will expand our petro chemical industry are under study. Final plans on some new developments will be announced in 1957.

The surveys covering our cities, towns and villages prepared and released by the Branch, are being revised and will be in printed form including pictures. An attractive cover has been prepared which will make the survey a useful industrial piece of literature in helping to stimulate interest in the various areas.

IMMIGRATION

Due to world conditions in other countries a marked increase in the number of immigration applications was noted during the latter part of the year, and indications are that immigration to Alberta will increase considerably during 1957. The new Canadians are bringing with them skills that are required in this country. No doubt a number of new immigrants will work on the land and help alleviate the farm workers' shortage that was experienced in many areas in Alberta during 1956. A considerable number of immigrants will be coming from the United Kingdom and everything possible is being done by the Branch to assist the new Canadians in the land in which they have chosen to live.

Employment in the province during 1956 was exceptionally high and a number of positions open had to go unfilled. Rural hospitals were short of nurses and requests were received by the Branch for assistance. Several nurses were secured in the United Kingdom and are now employed in our hospitals. There is still a shortage of nurses and everything possible is being done to encourage this profession to migrate to Alberta. The Division of Local Health Services, the Department of Health, and the Immigration Section, co-operated in securing doctors for Health Units. The Department of Education and Immigration Section have worked together in securing teachers for our schools.

The number of applications received and screened by Alberta House and the Immigration Section in 1956 totalled 566. The applications involved 136 single persons, 661 married persons and 488 children. Funds available for transfer by 1956 applicants amounted to the equivalent of \$552,540. The known number of departures from the United Kingdom to Alberta in 1956 totalled 1420. A breakdown of these follows:

January	38	July	110
February	37	August	182
March	53	September	153
April	98	October	155
May	187	November	114
June	163	December	130

OCCUPATION OF APPLICANTS

Accountants	12	Agricultural Officer	1
Chartered Accountants	1	Aircraft Factory	1
Administrative	8	Analyst	1
Agricultural Advisor	1	Anaesthetist	1
Agricultural Contractor	1	Architects	5

Artificial Limb Fitter	1	Heating Engineer	1
Artist	1	Maintenance Engineers	3
Auctioneer	1	Marine Engineer	1
Auditor	1	Mechanical Engineers	4
Chargehand Mixer	1	Methods Engineer	1
Clerks	47	Mining Engineer	1
Chemical Plant Supervisor	1	Chartered Engineer	1
Chemical Plant Operator	1	Planing Engineer	1
Chemists	10	Process Engineers	2
Clinical Psychologist	1	Pipe Line Const. Engineer	1
Cooks	2	Plant Engineers	2
Controller	1	Shipyard Engineer	1
Dental Technician	1	Steam Engineer	1
Diesel Inspectors	2	Structural Engineer	1
Audiology Technician	1	Telephone Engineers	3
Bacteriologist	1	Television Engineer	1
Bakers	2	Work Study Engineers	4
Blacksmith	1	Estimators	2
Boilerhouse Operators	4	Farm Workers	5
Boilermaker	1	Firemen	4
Bookkeepers	5	Gardener	1
Bricklayer	1	Riveter	1
Building Contractors	2	Rotary Press Operator	1
Building Inspector	1	Salesmen	12
Butchers	2	Secretaries	6
Cabinet Makers	2	Scientific Assistant	1
Cable Joiner	1	Section Leader	1
Carpenters	10	Sheet Metal Workers	2
Gas Control Supervisors	2	Steel Bender	1
Fitters	22	Social Welfare Worker	1
Forestry	1	Stereotyper	1
Foremen	4	Steeplejacks	3
Geologists	3	Students	5
Grinder (Precision)	1	Laboratory Assistant	1
Hair Dresser	1	Laboratory Technician	1
Health Inspectors	3	Librarian	1
Insurance	5	Linotype Operator	1
Intertype Operator	1	Labourers	17
Designers	4	Lineman	1
Doctors	23	Machinist	1
Draper	1	Maintenance	3
Dry Cleaner	1	Managers	13
Draughtsmen	10	Mason	1
Education Officers	3	Mechanics	7
Electricians	13	Mechanical Technicians	1
Electronic Apparatus Mfr.	1	Merchant	1
Entertainers	1	Millwright	1
Executive Officers	2	Miner	1
Electronic Assembler	1	Musicians	2
Aircraft Engineer	1	Oil Refinery Operator	1
Electrical Engineers	3	Nurses	11
Engineers	5	Painters	2
Chartered Engineer	1	Panel Beating	1
Chemical Engineer	2	Palaeontologist	1
Civil Engineers	10	Photo Litho Dot Etcher	1

Plant Operator	1	Refinery Operator	1
Plasterers	3	Research Scientist	1
Plater	1	Surveyors	11
Plumbers	8	Tailor	1
Policemen	7	Teachers	37
Postmen	4	Technical Officers	2
Poster Writer	1	Toolmaker	1
Printers	2	Tracer	1
Process Workers	2	Transport Drivers	10
Psychiatric Social Workesr	2	Turners	4
Physical Instructor	1	Typists	3
Radar Worker	1	Veterinarians	3
Radial Driller	1	Weighman	1
Radiotherapy	1	Welders	4

The Immigration Section found employment for over 150 British immigrants during the year, and Alberta House was kept informed of the labour situation throughout the province, by monthly reports listing the types of positions open. The Immigration Section found employment for some Canadians coming to Alberta from other provinces.

Close contact was maintained by the Immigration Section with all agencies concerned with immigration, particularly with the Department of Citizenship and Immigration, and the Colonization Departments of the railways. Close liaison was also maintained with the Department of Industries and Labour, professional organizations and associations in the placement of immigrants in professional categories.

During the year, the Immigration Section received a number of Federal Immigration teams, prior to their departure for European postings. The information received by these teams from the Branch concerning the economy of the province, was circulated throughout the capitals of western Europe as well as in the British Isles. Literature and booklets were also issued to the team.

The Immigration Section still maintains a rigid selection and screening procedure of all applications. Alberta House is advised of the opportunities and positions available for the immigrants.

The Immigration Section, together with the Departments of Health, Welfare, and Industries and Labour, attended a meeting on the Hungarian Refugee program with Federal Government officials in December.

NEW INDUSTRIES, ADDITIONS TO INDUSTRIES, WAREHOUSES, NEW WAREHOUSES, AND MISCELLANEOUS BUSINESSES

1956

Company	Location	Type of Business or Addition	Cost
Atlas Lumber Co. Ltd.	Lethbridge	Concrete Batching	\$ 75,000
Alberta Diesel Repair Ltd.	Calgary	Machine Shop	11,000
Armstrong Cork (Can) Ltd.	Calgary	Office and Warehouse	40,000
Albronze Foundry Works	Calgary	Brass Foundry	8,000
Alberta Co-op Wholesale Ltd.	Calgary	Addition to Warehouse	6,300
Associated Grocers Ltd.	Calgary	Addition to Warehouse	15,000
Anglo-American Oil Co. Ltd.	Calgary	Office Building	675,000
Arctic Fish Co. Ltd.	Canyon Creek	Fish Processing	150,000
Bauman H. Sausage Co.	Lethbridge	Food Products	4,000
Beaver Contractors Ltd.	Calgary	Addition to Building	10,000
Bilton-Stanley	Calgary	Office and Warehouse	235,000
Burtex Industries Ltd.	Calgary	Car Wash	17,000
Borger Brothers	Calgary	Warehouse	5,000
Bekins Moving & Cartage	Calgary	Addition to Warehouse	25,580
Barber Machinery Co. Ltd.	Calgary	Addition to Plant	49,000
Buzogany J. Contractor	Calgary	Warehouse	10,000
Bank of Nova Scotia	Edmonton	New Building	1,000,000
British American Oil Co. Ltd.	Edmonton Area	Addition to Plant (est.)	2,000,000
Bentall Building	Edmonton	Office Building	1,000,000
Barnett T. P.	Calgary	Office Building	153,000
Braham Sessors Ltd.	Calgary	Office Building	263,000
Barmac Paving Ltd.	Red Deer	Concrete Plant	100,000
Burtex Industries Ltd.	Calgary	Aggregates	30,000
Canadian Brass Co. Ltd.	Red Deer	Office and Warehouse	42,000
Crown Furniture Co. Ltd.	Edmonton	Furniture Manufacturing	90,000
Carson H. R. Ltd.	Lethbridge	Office and Warehouse	175,000
Colorado Oil & Gas Co.	Calgary	Warehouse	5,935
Cremona Pipe Line Ltd.	Calgary	Metering Station	5,000
Canadian Freightways Ltd.	Calgary	Office and Warehouse	467,000
Canadian Safeways Ltd.	Calgary	Addition to Warehouse	425,000
Calgary Metal Co.	Calgary	Office and Shop	2,500
Calgary Horsemeat Packers Ltd.	Calgary	Addition to Plant	4,000
Canada Gunitel Ltd.	Calgary	Addition to Plant	10,000
Canada Cement Co. Ltd.	Exshaw	Addition to Plant	1,000,000
Canada Packers Ltd.	Edmonton	Addition to Plant	1,000,000
Canadian Oils Ltd.	Calgary	Addition to Plant	30,000
Canadian Creosoting Co. Ltd.	Calgary	Addition to Plant	50,260
Clarke E. I. Co.	Calgary	Tire Plant	35,000
Calgary Power Co. Ltd.	Wabamun	Addition to Plant	6,000,000
Canada Dry Ltd.	Calgary	Addition to Plant	100,000
California Standard Oil Co. Ltd.	Edmonton	Office and Warehouse	250,000
Canadian General Electric Co. Ltd.	Edmonton	New Warehouse	500,000
Canadian Western Natural Gas Co.	Calgary	Addition to Building	1,300,000
Canadian Fina Oil Co. Ltd.	Calgary	Office Building	3,500,000
Canadian Safeways Ltd.	Medicine Hat	New Store	175,000
Canadian Safeways Ltd.	Edmonton	New Warehouse	1,000,000
Campbell J. A. Ltd.	Calgary	Furniture Manufacturing	18,000
Dania Construction Co.	Calgary	Addition to Warehouse	4,000
Dalke Construction Co. Ltd.	Calgary	Office and Warehouse	4,000
Doug Equipment Co.	Calgary	Office and Warehouse	13,000
Davies A.	Calgary	Office and Warehouse	42,000
Dvorkin H.	Calgary	Meat Packing Plant	50,000
Dominion Rubber Co. Ltd.	Calgary	Office and Warehouse	145,000
Dial Industries Ltd.	Calgary	Addition to Building	9,000
Dillabough & Reid	Calgary	Office and Warehouse	5,000
Devonian Building	Edmonton	Office Building	2,000,000
Dominion Tanneries Ltd.	Edmonton	Tannery	750,000
Dowell Inc.	Red Deer	Office and Warehouse	38,000
Eaton T. Co.	Calgary	Addition to Store	1,750,000
Evans Engineering Sales Ltd.	Calgary	Office and Warehouse	16,000
Edalca Ltd.	Edmonton	Tire Retreading	250,000
Edmonton Journal	Edmonton	Addition to Building	600,000

Company	Location	Type of Business or Addition	Cost
Flemish Construction Co.	Calgary	Warehouse	10,000
Firestone Tire & Rubber Co. Ltd.	Calgary	Office and Warehouse	234,000
Failing Supply Co.	Calgary	Office and Warehouse	18,000
Fisk Tire Service	Calgary	Addition to Warehouse	117,000
Flame Master Furnaces Ltd.	Edmonton	Addition to Plant	50,000
Foothills (Mdse.) Distributors Ltd.	Calgary	New Building	11,000
Financial Building	Edmonton	Office Building	2,000,000
General Petroleums Ltd.	Calgary	Office and Warehouse	12,000
Gypsum Lime & Alabastine Ltd.	Calgary	Addition to Plant	45,000
Goodrich B. F. (Can.) Ltd.	Calgary	Office and Warehouse	95,000
Hughes Tool Service Ltd.	Calgary	Office and Warehouse	50,000
Helmer Chemicals Ltd.	Calgary	Warehouse	8,500
Hillier H.	Calgary	Office and Warehouse	25,000
Howall, Wikon & Steinke	Calgary	Addition to Warehouse	7,500
Hudson's Bay Co.	Calgary	Addition to Warehouse	40,000
Hollman V.	Calgary	Addition to Building	12,000
Horton Steel Ltd.	Lethbridge	Addition to Plant	35,000
Hector Machine Co. Ltd.	Calgary	Machine Shop and Warehouse	180,000
Hudson's Bay Co.	Edmonton	Parkade	1,000,000
Hobbs Concrete Block Ltd.	Edmonton	New Plant	60,000
IKO Asphalt Roofing Products Ltd.	Calgary	Addition to Plant	21,000
Imperial Leaseholders Ltd.	Calgary	Truck Terminal	35,000
Imperial Oil Ltd.	Edmonton	Office Building	1,000,000
Inglewood Lumber Co.	Calgary	Warehouse	3,000
Imperial Oil Ltd.	Calgary	Addition to Laboratory	235,265
International Harvester Co. Ltd.	Edmonton	Addition to Building	750,000
Jefferies & Sons Ltd.	Calgary	Addition to Plant	11,000
Jefferies & Sons Ltd.	Lethbridge	Concrete Blocks	250,000
Kwong C. L.	Calgary	Dry Cleaning	18,000
Lewis L. R.	Calgary	Office and Warehouse	8,500
Lyal Transport Co.	Calgary	Office and Warehouse	50,000
Little-Glen Body Shop	Lethbridge	Addition to Building	14,000
Monsanto Chemical Co. of Canada Ltd.	Edmonton	Adhesives and Resin Plant	500,000
Monarch Lumber Co. Ltd.	Edmonton	Warehouse	200,000
Medicine Hat Brick & Tile Co. Ltd.	Medicine Hat	Addition to Plant	750,000
McColl Frontenac Oil Co. Ltd.	Edmonton	Addition to Plant	1,500,000
Modern Packaging Co. Ltd.	Calgary	Office and Warehouse	103,000
Manchester Warehouse Ltd.	Calgary	Addition to Warehouse	1,500
Marshall-Wells Ltd.	Calgary	Office and Warehouse	730,000
McEwen O. A.	Calgary	Warehouse	8,000
McKay H. N.	Calgary	Office and Warehouse	14,000
Maple Leaf Truck Terminals	Calgary	Addition to Building	19,000
Mel's Lumber Co.	Calgary	Addition to Plant	20,000
Martin's Bakery	Calgary	Addition to Building	10,000
Mid-West Ladies Wear	Calgary	Office and Warehouse	40,000
Mid-Continental Supply Co.	Red Deer	Office and Warehouse	46,000
Medicine Hat Feeding Co.	Medicine Hat	New Plant (Feed Mill)	40,000
Neon Sales & Service	Calgary	Office and Warehouse	132,000
Northern Alberta Dairy Pool	Edmonton	Addition to Plant	130,000
Pittsburgh Industries Ltd.	Lethbridge	Warehouse	45,000
Premier Steel Mills Ltd.	Edmonton Area	Addition to Plant	1,000,000
Peacock Appliances Ltd.	Calgary	Office and Warehouse	60,000
Perry H. L. Co	Calgary	Office and Warehouse	145,000
Pioneer Electric Co. Ltd.	Red Deer	Addition to Plant	10,000
Peace River Glass Co. Ltd.	Fort Sask.	Addition to Plant	500,000
R.C.A. Victor Co. Ltd.	Calgary	Addition to Warehouse	32,000
Rosco Metal Products (Alberta) Ltd.	Calgary	Addition to Warehouse	18,000
Rice Machine Service	Calgary	Warehouse	10,000
Revelstoke Sawmills Ltd.	Calgary	Addition to Plant	7,500
Riback B.	Calgary	Office and Warehouse	20,970
Royal Bank of Canada	Edmonton	New Building	1,000,000
Superior Beverages Ltd.	Medicine Hat	Beverages	100,000
Stylemaster Apparel Ltd.	Edmonton	Clothing Manufacturing (New Plant)	65,000
Sigale Wm. & Company	Calgary	Office and Warehouse	14,000

Company	Location	Type of Business or Addition	Cost
Sallinbach	Calgary	Office and Warehouse	9,000
Swift Canadian Ltd.	Lethbridge	Addition to Plant	40,000
Standard Iron & Engineering	Edmonton	Addition to Plant and New Fabrication Shop	1,300,000
Security Storage (Cal.) Ltd.	Calgary	Warehouse	103,000
Sinalenski J.	Calgary	Warehouse	6,500
Shell Oil Co. Ltd.	Calgary	Addition to Building	8,000
Sundberg L. G.	Calgary	Warehouse	10,500
Schulte A. M.	Calgary	Office Building	132,000
Smit J. K.—Connors	Red Deer	New Plant— Diamond Core Bits (est.)	50,000
Tru-Mix Concrete Co. Ltd.	Calgary	Addition to Plant	10,000
Tennant Rex Spring Co.	Lethbridge	Addition to Plant	70,000
Transcanada Freezers Ltd.	Lethbridge	Addition to Plant	90,000
Trimble M. & L.	Calgary	Addition to Warehouse	95,000
Transcanada Freezers Ltd.	Calgary	Addition to Plant	25,840
Tankoos Yarmon Ltd.	Calgary	Office Building	2,500,000
Taber Frozen Foods Ltd.	Taber	Addition to Plant (est.)	15,000
Union Milk Co. Ltd.	Calgary	Addition to Plant	106,325
Western Leaseholds Ltd.	Calgary	Warehouse	4,900
Wilson Seeds	Calgary	Warehouse	1,300
Worthington's Ltd.	Calgary	Office and Warehouse	74,000
Wartes Transport Ltd.	Calgary	Office and Warehouse	3,000
Western Canada Ropes Ltd.	Edmonton	Office and Warehouse	150,000
Zeidler Plywood Corp. Ltd.	Edmonton	Plywood Plant	1,000,000
TOTAL			\$47,223,675

PUBLICITY BUREAU

The increasing demand for information on provincial administration and services of the Alberta Government necessitated a change so the bureau was reorganized during the year into three sub-branches—Advertising, Publications, and Public Relations. The bureau continues to provide an advertising, publicity and writing service to all departments of the government.

During 1956, the bureau assisted with the preparation and distribution of over 40 tons of printed matter. This total included seven booklets (150,000 copies), two road maps (275,000 copies), several different varieties of travel literature and considerable quantities of general information literature, not including "Within Our Borders".

The following is a review of the various activities of the reorganized sub-branches:

ADVERTISING BRANCH

This branch, following the reorganization, was made responsible for:

(a) Preparation, scheduling and placing of all government display advertising, casual and campaign, and the checking and authorizing for payment.

(b) Placing all legal advertising required by various government departments.

(c) Preparation and arrangements for all government displays and exhibitions.

(d) Location and arrangements of all provincial industrial and historical highway signs.

(e) Distribution of provincial information literature, other than travel.

(f) The operation and administration of the Department of Economic Affairs Clipping Service and Mailing Room.

ADVERTISING

During 1956 the Advertising Branch was responsible for the administration, preparation, scheduling and placing over \$250,000 worth of provincial advertising, publicity and promotion in various forms.

A program of Industrial Advertising was approved in 1956 and scheduled in Canadian and American financial papers and trade publications. Special editions provided wide coverage and better circulation and were used to good advantage. The theme of all industrial advertising stresses the advantages of plant location in Alberta.

Travel advertising is concentrated in special campaigns scheduled in selected areas of Canada and the Pacific Northwest and California. Stressing June and September as the ideal vacation months the campaign is designed to extend the travel season in Alberta. Single column illustrated advertisements, with keyed coupons, are proving to be successful in providing a quite accurate record of publication readership. The travel bureau also schedules a winter promotion campaign which is proving successful. Banff and Jasper report a continuing increase in winter travel over the past five years.

A major advertising effort, currently scheduled in all Alberta daily and weekly newspapers is the annual government services campaign.

Conceived and approved by the Advisory Committee, the campaign is designed to stimulate interest in the various phases of government administration and services. During the first six weeks of the campaign over 950

individual coupon returns were received from interested readers. Coupons permit the writer to request additional information which is mailed free of charge. The current campaign will run until March 1957.

All government departments take advantage of the advertising facilities provided by the Bureau. Special campaigns and individual advertisements have been prepared for the Departments of Agriculture, Education, Health, Industries and Labour, Lands and Forests, Mines and Minerals, Provincial Secretary, Public Works, and Highways. Provincial Treasury Branches are assisted annually with a campaign which this year uses television for the first time.

CLIPPING SERVICE

There has been no change in the operation of this service over the past year. A regular service is provided for all government departments and an accurate and detailed classification of all material is recorded and filed alphabetically.

A staff of two scan, clip, paste and file over 40,000 individual news items annually. These items are selected on the basis of international, national, provincial and municipal interest to the Province of Alberta, from more than 100 publications, daily, weekly and monthly.

INDUSTRIAL AND HISTORICAL SIGNS

There are now 39 highway signs strategically located throughout the province providing an interesting short account of Alberta's historical past and the present industrial growth. Ten new signs were erected during the year with an additional ten signs proposed for 1957.

EXHIBITS AND DISPLAYS

Twelve special displays were arranged during the year for the showcase in the rotunda of the Legislative Building.

A special industrial display was completed for Fort Macleod and caused considerable comment throughout the summer.

The bureau worked very closely with the Directors of Industrial Development and Travel to provide suitable and attractive exhibits for special shows and fairs in Canada and the United States.

The Travel Bureau was featured again at the Canadian National Exhibition, Toronto, with all other Canadian Provinces in a co-operative effort. Arranged by the C.N.E., the entire layout was known as "The Avenue of The Provinces". Travel literature was distributed from a centrally located building, shared by all provinces.

The Travel Bureau and the Industrial Development Branch joined to co-operate with the Province of British Columbia in a special exhibit at the California State Fair and Exhibition, in Sacramento, California. Over 500,000 visitors saw the display which featured travel scenes, Canadian merchandise, industrial scenes, manufactured products and raw materials for industry.

ALBERTA LITERATURE

The bureau assisted in the distribution of close to 500,000 pieces of information literature which had been prepared during the year. There were a number of booklets, several folders and small pamphlets. Various sizes permitted a variety of mailing which is a most important method of releasing information to the public. Individual literature requests totalled 5,182.

As a regular feature of Citizenship ceremonies in Edmonton the bureau has taken on the distribution of a special package of literature to all new

Canadians. Included in the package is a copy of "Our Provincial Government" and "This Is Alberta". Distribution is approximately 1,000 per year. Arrangements are being completed to expand this service to cover all centres in the Province.

MISCELLANEOUS

The advertising director has been called upon to assist in various department projects in addition to the operation and administration of his particular sub-branch. During the year he attended several meetings of the following:

- The Advisory Committee
- The Auditorium Management
- The Industrial Development Board.

The director was appointed chairman of the Internaitonal Collegiate Ski Meet in 1955. This event takes place in Banff the first week in February. Canadian and American university ski teams compete in annual competition.

Literature requests	5,182
Coupons received from Advertising	
Information Campaign	943
Legal advertisements	690
News releases	76
Picture releases with captions	102
"Within Our Borders" distribution	412,140
"Within Our Borders" changes	6,948
"Within Our Borders" additions	4,300

Literature Printed—

Ski Posters	1,000
*This Is Alberta	50,000
Alberta At a Glance	25,000
Alberta Newsletters	7,000
Alberta Guidance Clinic Pamphlets	5,000
*Municipal Nursing Booklets	5,000
*Annual Reports	5,000
*What's Wrong With Comic Books?	15,000
*Your Health Unit	5,000
Holiday Guides	150,000
ABC Road Maps	50,000
Alberta Road Maps	100,000
Menu Covers	5,000
*Historical Reviews	1,250
Alberta Newsletter	3,500
Agriculture Posters	1,000
Agriculture Blotters	5,000
Agriculture Stickers	3,000
Safety Posters	3,000
Historical Reviews	1,250
Six-page Calendars	5,000
Jumbo Calendars	5,000
Miniature Calendars	3,500
*Government Services Guide	15,000
*booklets (7)	

PUBLICATIONS BRANCH

Conceived as a result of the rearrangement of branches within the Department of Economic Affairs, and starting operation in May 1956, the Publications Section of the Publicity Branch is responsible for:

1. the preparation and publication of "Within Our Borders";
2. the preparation and distribution of news releases to press and radio;
3. assisting this and other departments of the government in writing, editing, and preparing printed material for public distribution;
4. assisting in general public relations work through preparation of special material for specific publications;
5. assisting in preparing copy for government advertising.

WITHIN OUR BORDERS

Previous once-a-month mailing of 22,000 "Within Our Borders" has been increased to 28,500, and publication changed to twice a month. New program of contents has resulted in much reprinting of original material from "Within Our Borders" in consumer and trade publications throughout Canada, with resultant benefit to the province.

NEWS RELEASES

Increased attention to issuance of news releases in the form of stories, or stories with pictures, for distribution to press, radio and television has shown favorable results. Since September, news releases at the rate of ten a month, have been released. Strict adherence to issuance of news only has resulted in good acceptance by all media of this material. The program is welcomed by the press, helping them obtain a more complete picture of Alberta Government activities.

Increased efforts in this regard are proposed for the future. Installation of an electronic engraving machine which produces low-cost plastic engravings makes it possible to give better service, faster, to all publications in provision of engravings.

PUBLICATIONS

This section of the branch has been active in the preparation of several printed books for this and other departments.

For the Department of Lands and Forests, the section edited and laid out their new "Alberta Forests" book.

The section revised and improved the new "Alberta Government Services" book. Designed and edited and arranged publication of a booklet for the Alberta Research Council, on the occasion of the official opening of the new building, and revised, collated, edited and arranged for publication of booklet "Your Alberta Government" for use in meeting needs of public responding to advertising campaign.

Editing and revision of material was done for the St. John Ambulance Corps in preparation of their new first aid book.

Considerable attention was, and is, being given to printed tourist promotion material for use this year in winter tourism promotion, and next year's summer tourist program.

A system of "home-town" printing of Industrial Survey books was instituted. This distributes as much as possible among the towns concerned the printing of the books describing those communities.

Once each quarter this office writes and issues the Industrial Newsletter, a publication defining one or more aspects of Alberta's industrial economy, circulated among those who depend on concise and accurate material for expansion ideas.

SPECIAL WRITING

Between September and year's end, in answer to specific requests, the section prepared completely 36 special articles on Alberta, its progress in the past, and its future prospects. These have gone to trade magazines, English newspaper publications, consumer magazines and others, and also prepared special messages and articles for government offices.

In addition to actually writing the material, this office has assisted materially in helping outside writers in the preparation of their own stories through provision of necessary data and arranging contacts.

This section of the branch prepares and keeps on file biographies, pictures and mats of members of the Executive Council, and other government officials, to meet demands from the public for same. Pictures are engraved and matted for economic distribution to publications.

The Publications Section has prepared for the Encyclopedia Americana, the Canada Year Book, and others of like nature, summaries of statistical and educational information for use therein.

MASTER FARM FAMILY

The section prepared all news releases and pictures, and arranged distribution of same, for the Master Farm Family Award announcements. Exceptionally good play was given the scheme by all media in 1956.

DIRECT MAILING

The government this past year undertook the mass distribution of a summary of the Mahaffy Commission report. This was a direct mail operation, requiring distribution to every household in Alberta. It was managed by the Publications Branch. Success of this distribution program encouraged the Department of Highways to undertake a like venture with announcement of requirements of the pink-card law. It too was judged to have been a decided success.



The twice monthly publication "Within Our Borders" requires constant attention to its mailing list of thousands.

EDUCATIONAL PUBLICITY

A new program has been instituted for the Fire Commissioner's office this year. A regular series of illustrations depicting fire hazards, engraved and with suitable copy attached, have been issued to all dailies and weeklies in Alberta at the rate of one a month. The use of this material, of definite publishing value, has warranted consideration of issuance of like material for other departments.

PUBLIC RELATIONS OFFICE

The past year has been one of activity in Public Relations.

During the year this office participated in five large international conventions and nine more that were of purely Canadian aspect either by personal attendance or by assisting convention committees with arrangements. In addition to the foregoing there were eleven conventions and meetings that were of interest to Western Canada only in which this office participated in a similar manner. In many instances government interest in these conventions and meetings was indicated by extending hospitality in the form of a luncheon or dinner or by supplying cash grants to convention committees to assist in defraying the cost incidental to the convention or meeting. On occasion, the Public Relations Officer was called upon to fulfil speaking assignments on behalf of the Government at conventions and meetings.

A very important phase of the Public Relations Officer's activities was the establishment and maintenance of a liaison with members of the press and radio and to assist information media in the conduct of their work, wherever possible.

The province was visited on occasion by dignitaries from other countries and from other parts of Canada and it was the responsibility of this office to assist in welcoming these visitors to Alberta.

In addition to normal duties, the Public Relations Officers was a member of the Jubilee Auditoriums Management Committee and the Advisory Committee dealing with Government advertising. This latter committee was responsible for the carrying out of a very successful advertising campaign which was designed so that Albertans could become better acquainted with the functions and services of various departments of government. The distribution of informative literature and the answering of specific questions relative to the operation of departments of government was the responsibility of the Public Relations Officer and resulted in a very considerable increase in the volume of work in this section of the branch.

In addition to the foregoing activities, the Public Relations Officer took part in Government recognition of such athletic events as the International Collegiate Ski Meet, and the Grey Cup game held in Toronto.

The operation of the Government information telephone service is a function of the Public Relations Section that is steadily increasing in activity and is a very important part of the department's responsibility.

The Public Relations Officer is presently planning on conducting a series of Public Relations discussions in other departments of the government and it is hoped that such a series may be started before the close of the present fiscal year.

Such events as the opening of the Jubilee Auditoriums and an indicated increase in convention activity within the Province point to a very active season in the coming fiscal year.

SOUTHERN AREA OFFICE

FUNCTIONS

1. To assist in the implementation of departmental policy in all matters affecting the southern half of the Province.
2. To carry out surveys and gather information as required by branches of the department.
3. To act as contact and Departmental Representative in Southern Alberta.
4. To co-operate with and assist any government agency in carrying on service to the public.

IMMIGRATION

- (a) To meet all immigrants from U.K. countries.
- (b) Assist immigrants in securing accommodation on arrival.
- (c) Make all necessary contacts and aid the immigrant in securing employment.
- (d) Advise and help where necessary, with the object of satisfactory settlement of immigrants as soon as possible.
- (e) Carry out surveys in all cities and towns, collecting information on employment, housing facilities, etc., with special reference to immigration.

CULTURAL ACTIVITIES

- (a) To render all assistance of a stenographic nature, and administrative assistance to members of the various boards organized for cultural development, as and when required.
- (b) To visit and report on all libraries in Southern Alberta, and to encourage formation of same wherever possible as requested by the Provincial Supervisor of Libraries.
- (c) To organize circuits for the display of exhibits of art in the Southern Area, and to supervise the operation thereof.
- (d) To encourage the formation of Handicraft Centres in Southern Alberta wherever possible.
- (e) To render service to all local cultural groups as required.

TRAVEL AND TOURISM

- (a) To assist the Alberta Travel Bureau in the distribution of literature, maps and other publicity on Alberta.
- (b) To hold in stock travel literature, road maps, holiday guides, etc., as an economic measure.
- (c) To service Information Bureaus, etc., in Southern Alberta.

INDUSTRIAL DEVELOPMENT

- (a) To co-operate with the Director and other officials of the Industrial Development Board as requested in the Southern Area of the Province.

PERSONNEL

- (a) To assist the Director of Personnel by interviewing applicants for employment in the Government Service.
- (b) To make recommendations to the Director of Personnel regarding filling of certain vacancies in Calgary district when required.

DETAILS OF VARIOUS OPERATIONS IN 1956

The Southern Area Office, located in Calgary, had another busy year in 1956.

The latter part of 1956 saw the Southern Area Office taking part in the arrangements for looking after the Departmental interest in the operation of the Southern Golden Jubilee Auditorium located in Calgary.

This necessitated many committee meetings and other meetings both in Edmonton and Calgary. The Southern Area Office was also represented on the Co-ordinating Committee set up by the Allied Arts Council of Calgary to arrange the details of a week-long program of cultural entertainment to celebrate the opening of the Southern Auditorium.

RECEPTION

Indicating the wide range of interest of the staff in the Southern Area Office is the breakdown of 2,087 visitors who were seen at the Calgary office during the year.

Employment	486
Immigration	15
Cultural Activities	12
Publicity and Public Relations	109
Miscellaneous	1,208
Technical Information Service	8
C.R.T.A.	170
Edmonton Visitors	55
Films	24
Total	2,087

IMMIGRATION

During the year 220 applications for immigration were screened and processed. Of this number many were in the professional class, but the majority remained steady in designated trades. It is anticipated that a heavy influx from the U.K. will arrive by early spring of 1957.

CULTURAL ACTIVITIES

Two art exhibits were organized to cover East Central and Southern Alberta. This was made possible through the co-operation of the Allied Arts Council, Calgary. Both exhibitions will function until April, 1957.

TRAVEL BUREAU

373,755 pieces of literature were distributed through the Calgary office in 1956 covering all principal information outlets in the United States and Canada, and also in other countries. 11,685 packages were made up and shipped by mail, and also 353 cartons by express and cartage. There appears to be a terrific demand for more literature and an earlier distribution.

Two travel shows were covered by D. D. Dall, one at San Francisco and the other at Minneapolis. Mr. Dall travelled by car through fourteen states developing a closer liaison with State Directors of Travel, motor associations, travel agencies, travel information centres, and chambers of commerce. A definite increased interest in Alberta was noted at both travel shows, and with all contacts made throughout the 6,500-mile trip.

TECHNICAL INFORMATION SERVICE

The Southern Area Office again co-operated with the Alberta Research Council in providing office space and stenographic help where necessary in the operation of their Technical Information Service.

PERSONNEL

Interviews were given to 486 applicants for employment in the Government Service on behalf of the Director of Personnel. This is an increase of 105 interviews over the period recorded in 1955.

BOARD ROOM

The Board Room in the Alberta Office Building, Calgary, was reserved on 72 occasions during 1956.

TRAVEL BUREAU

GENERAL

Tourist traffic in Alberta continued to register healthy gains during 1956. Information services for the use of visiting motorists were expanded. The number of outlets for the distribution of Alberta's travel promotion literature in foreign countries and eastern Canada was increased. With the valuable assistance of National Parks officials, it became possible to improve considerably the existing system of compiling statistics pertaining to traffic flow and trends. Problems associated with the introduction of uniform classification of tourist accommodation throughout the western provinces were solved with the co-operation of accommodation operators, especially through the executive of the Motor Courts and Resorts Association of Alberta and travel bureau executives in the four provinces concerned. Travel promotion advertising was placed in a larger number of carefully selected publications. The co-operative effort launched during 1954 by the Alberta and British Columbia travel bureaus was employed on a larger scale and throughout a larger region in the United States. This effort, during 1956, involved Alberta's participation in travel and outdoor shows at San Francisco and Minneapolis and the Alberta Travel Bureau participated, in co-operation with the Industrial Development Board, in the Canadian National Exhibition at Toronto.

The Alberta Travel Bureau conducted a "Tourist Courtesy" campaign as its share of the courtesy program sponsored by the Canadian Tourist Association but, instead of confining the effort to one week, extended it through six weeks in May and June. Chambers of Commerce and Motor Associations in cities and towns co-operated by supplying speakers for club luncheons and radio broadcasts. The press and radio gave splendid assistance by supporting the campaign with favorable editorial comment and news coverage.

The bureau was represented by the Minister of Economic Affairs and deputy minister, at the annual meeting of the Canadian Tourist Association and at the federal-provincial tourist conference at Ottawa.

The increasing demand for travel information far exceeded expectations in 1956. Shortage of accommodation in the national parks during July and August and in Calgary during Stampede Week demanded that the bureau's promotion effort be directed specifically to increasing traffic during June, September and October, and also during the winter months. Increased traffic during the off seasons was due in no small measure to this effort and the co-operation it received from transportation companies and resort operators, many of whom faced staff shortage problems as the seasons in spring and fall were extended.

The fish stocking program of the Department of Lands and Forests, while effective in creating visitor interest and, probably prolonging visits to Alberta during the past two years, had a more noticeable effect during 1956—probably because two or three years were required to build an effective publicity for it.

Improved highways and roadside services and, especially the completion of the Edmonton-Jasper blacktop surface, were responsible for much increased traffic. Improved hotel accommodation and catering services in many parts of the province brought favorable comments from the travelling public and established beyond question the value of specialized training such as that being conducted in restaurant management at the Institute of Tech-

nology and Art in Calgary. Extension classes in food handling and serving were conducted under the auspices of restaurant operators in resort areas and the Alberta Hotel Association supported the effort by supplying scholarships for students in this course at the Institute.

VOLUME AND VALUE OF TRAFFIC

Through the co-operation of the superintendents of Waterton Lakes, Banff, Jasper and Elk Island National Parks in Alberta and of Kootenay and Yoho National Parks in British Columbia, it was possible to revise and expand the previous system of compiling statistics pertaining to the volume and estimated value of the tourist industry in Alberta. Extension of the traffic season into the spring and fall months made feasible the maintenance of staff at park gates for a longer period so that the counts of both vehicles and persons were improved considerably. Furthermore, the superintendents obligingly supplied the bureau not only with monthly reports showing the volume of vehicular traffic but also the division of its origins to show the numbers of vehicles and persons entering such park from each province in Canada and each state in the United States and overseas, or other foreign country. While the counts of persons entering the national parks do not represent the total of non-resident visitors to Alberta, they do afford an accurate barometer by which Alberta's tourist traffic may be gauged. No counts of either vehicles or persons entering Alberta by highway or rail from Saskatchewan, or from British Columbia by rail, or by highway through the Crowsnest Pass or from Dawson Creek are available, yet all these arteries carry heavy traffic. All foreign tourist traffic as well as that from other provinces which enters Alberta by rail en route to the Canadian Rockies is credited by Canadian Immigration authorities to the province of entry and by transportation companies to the office where the ticket sale was made. Therefore, compilation of statistics relating to traffic by rail must depend upon loadings at the resort destinations—consideration being given also to house counts at resort hotels. It is impossible to compile statistics relating to tourist traffic outside the resort areas except as such traffic may be revealed at the border points of entry within the province at the International Boundary. However, the co-operation of rail, bus and airline representatives enables the Alberta Travel Bureau to present statistics which, at least, indicate the trend from year to year. The estimated value of the tourist traffic is determined by the reports of Canadian Immigration authorities to the Dominion Bureau of Statistics, by sample surveys made among visitors who are leaving the province and by personal contacts with operators of hotels, motels and resorts who know from personal experience, and to a remarkable degree of accuracy, what tourists spend in their respective communities.

Short-term, or non-permit, traffic which remained in Alberta less than 48 hours declined slightly according to the reports of immigration authorities—especially at Coutts. However, the number of vehicle permits for visits of more than 48 hours increased 4.7 per cent in 1956 as compared with 1955.

The revision of the system of compilation revealed the need to scale downward somewhat the estimated volume for 1955 but to increase the estimated value so that the reports now show that in 1955 a total of 1,705,419 visitors to national parks and through customs ports and by rail, bus and airline spent an estimated \$51,395,413. The compilation on the same basis shows that, in 1956, a total of 1,844,801 visitors spent \$56,429,388.

With the exception of Elk Island Park which had a slight decrease of 4.6 per cent in the gate count, all other national parks registered increases—the largest at Jasper being 77.6 per cent largely accounted for by the

completion of the hard-topped highway from Edmonton and the sudden increase, also of local traffic from the Hinton region. (Elk Island Park is not included in the compilation of the volume and estimated value of Alberta's tourist traffic because the large majority of visitors are residents of the region, and also because foreign or non-resident visitors are included in the counts at border entry points.)

INFORMATION SERVICES

The main office of the Alberta Travel Bureau in the Legislative Building received 32,632 requests for travel information during 1956 as compared with 30,438 during 1955, an increase of 2,194. This office distributed a total of 364,604 pieces of literature, 333,949 of which were Alberta publications, 16,380 Canadian Travel Bureau, and 30,438 publications of miscellaneous organizations including Chamber of Commerce, Motor Associations and cities and towns. During 1955 a total of 812,226 pieces were distributed from Edmonton but during 1956 virtually all bulk distribution was made from the Calgary office.

During 1956 the Calgary office, which is now the central storage and distributing location for bulk shipments, distributed 99,079 road maps, 60,399 Holiday Guides, 70,250 vacation folders, 40,050 ABC road maps, 49,859 greeting postcards, and 53,850 picture booklets by mail or express to 12,036 subsidiary outlets in the United States, other Canadian Provinces, national parks, information bureaus in Alberta, border entry points, Chambers of Commerce, and Motor Association offices. These distribution centres were located in every province in Canada, every state in the United States, and Canadian Consulate or Trade Commissioners' offices in foreign countries where such offices are maintained and, of course, included Alberta House, London, England. The ABC road map referred to above is a publication produced co-operatively by the Alberta and British Columbia Travel Bureaus and contains maps covering all highways and roads in each province, approach roads through the states south of the border and in Saskatchewan, and also the Alaska Highway and the Mackenzie Highway in detail. Literature describing Alberta's vacation attractions and activities, accommodation and highway facilities, hunting and fishing regulations, skiing and winter activities and so forth distributed by the Alberta Travel Bureau in 1956 weighed more than thirty tons.

FORT MACLEOD AND ST. MARY'S INFORMATION BUREAU

The Fort Macleod Information Bureau, which is staffed all year round except for a few weeks in January and February, opened officially on April 1st and closed officially on November 30th, but continued to give service to tourists who arrived during the daytime. A total of 52,860 visitors registered there. Of these, 30,422 came from the United States, 11,429 from other Canadian provinces, 10,761 from Alberta and 248 from other foreign countries. In co-operation with the Canadian Rockies Tourist Association, the teletype and long distance telephone accommodation reservation service was maintained with connections in Waterton Lakes, St. Mary's Junction, Montana, Lethbridge, Calgary, Banff, Jasper and Edmonton where central accommodation offices operated and long distance telephone reservation service was used for visitors who sought accommodation in other places during the peak of the season. In addition to dispensing information about roads, attractions, activities, etc., the staff also issued hunting and fishing licenses to the value of \$4,500 and also issued export permits to non-resident hunters

who took their permissible bag limits out of the province. During the regular summer season, the Fort Macleod Information Bureau is staffed by six persons.

The St. Mary's Information Bureau was housed in a large trailer containing living facilities at one end and an office at the other. It was opened June 12th and closed September 4th during which time more than 11,000 visitors registered. Accommodation reservation service was supplied by long distance telephone through Fort Macleod where the visitors obtained their reservation slips en route to their destinations.

ACCOMMODATION

Tourist accommodation rental units, including motels and tourist bungalows, totalled 2,332 in 1956 as compared with 2,225 in 1955, an increase of 107 outside of the national parks. All were licensed and classified and inspected by government and municipal health authorities and were listed together with their respective classification and rates in Alberta Holiday Guide, a government publication for free distribution to visitors who sought accommodation information either before or after their arrival in Alberta. This listing enables prospective visitors to make their reservations in advance by mail.

While the standard of tourist accommodation improved considerably during the year, very few rental units were upgraded because preparations were being made to reclassify all of them under the uniform star system which will be in effect during 1957 and which required a change of some of the previous classifications. Requirements under the new system are not compulsory. In fact the new system does not involve new regulations as such because it is intended as a means by which to place accurate information about accommodation facilities before the travelling public. All who are directly connected with tourist traffic promotion—including the traveling public—and the majority of operators agree that classification of tourist accommodation is desirable. Most operators choose to provide a range of classifications for their guests because not all visitors want or can afford to pay for the deluxe kind. Therefore, many do not want all of their rental units listed in the four-star classification. However, many have found that the four and even the three star classifications call for at least some minor improvements in their rental units and, during the 1956 season gave serious study to, and in many instances, made improvements to meet, the new standards.

Hotel accommodation continued to improve both in volume and facilities especially in the cities along the main highways.

TRAVEL SHOWS

Travel information booths were operated co-operatively by the Alberta and British Columbia Travel Bureaus at San Francisco during March and at Minneapolis during April, the expenses of two men to staff the display being divided equally by the two bureaus. Paid admissions at the San Francisco show totalled more than 190,000 and at Minneapolis more than 178,000. Thousands of prospective visitors to the two provinces visited the booth to obtain first-hand information and to seek advice about best routes to follow. The booths were open usually from 10 a.m. until 11 p.m. each day and each show operated for about ten days featuring displays and floor shows demonstrating all sorts of outing equipment from fish hooks to aircraft. Large supplies of Alberta's travel literature were distributed and included thousands of copies of a vacation folder containing a coupon to be sent to

the Edmonton office for literature. The effectiveness of these shows as a medium for creating interest in Alberta was proven by the fact that they brought more enquiries to the bureau by mail than all the coupon advertising from all magazines and newspapers used during 1956 yet the response from newspaper and magazine advertising was larger than in any previous year, and fully warranted the continued use of these media.

ADVERTISING AND PUBLICITY

For the Travel Bureau, the Advertising and Publicity Branch placed paid advertising in American and Canadian magazines and newspapers having a total certified paid circulation of more than 3,575,000 and a reading public in excess of 14,000,000. These advertisements were placed strategically during the months of March through July in National Geographic, Sunset, Fortnight, Westways, and U.S. Camera magazines and the Spokane Chronicle and Spokesman-Review newspapers in the United States and in the Canadian Geographic Magazine, Country Guide and Country Life which reach Canadian readers. This advertising effort was designed to attract visitors especially during June, September and October. Although the results have been gratifying it is a fact that our advertising is reaching only about three-quarters of one percent of travel-conscious Americans and, furthermore, only during five months of the year. Advertising to promote winter travel to Alberta was placed in ski magazines during January through February and also in December to promote traffic during the winter of 1956-57. Details will be found in the report of the Director of Advertising.

Publicity included numerous articles prepared for writers and magazines and especially for publications of the various large automobile associations in the United States, and for encyclopaedia and so forth. Two prominent writers for sports magazines were brought to Alberta in co-operation with the Games Branch of the Department of Lands and Forests and their articles will be released for publication during 1957.



A mobile tourist information centre was located at St. Mary, Montana. Hon. A. Russell Patrick, Minister of Economic Affairs, Ralph R. Moore, deputy minister, and Dan E. C. Campbell, Director of the Alberta Travel Bureau, inspect the new trailer.

Paragraph I

~~Twelfth~~
APPENDIX
ELEVENTH ANNUAL REPORT
OF

THE GEOGRAPHIC BOARD OF ALBERTA

Appointed by Order-in-Council 254-46, dated February 6, 1946,
and further regulated by The Geographical Names Act, 1949.

(The reports of the Board for the years 1946 to 1955⁶ are contained in the Second to Eleventh Annual Reports of the Department of Economic Affairs of the Province of Alberta.)

Members:

~~Twelfth~~
Professor Morden H. Long, M.A., F.R.S.C., Chairman.
Mrs. Edith H. Gostick, Provincial Librarian, Secretary.
John H. Holloway, M.Sc.
Duncan R. Innes, M.A.
Carl W. Lester, S.L.S., A.L.S., Director of Surveys.

D

The Honourable A. R. Patrick,
Minister of Economic Affairs,
Edmonton, Alberta.

Dear Sir:

We beg to submit for your consideration the report of the Geographic Board of Alberta for the year 1956⁷

Respectfully submitted,
EDITH H. GOSTICK, Secretary.
MORDEN H. LONG, Chairman.

TEN YEARS OF THE BOARD'S WORK

In February, 1956, the Board completed a full decade of the performance of the duties assigned to it. These years brought little alteration in personnel. The Order-in-Council of February 6, 1946, which established the Board appointed Professor M. H. Long as Chairman, Mrs. E. H. Gostick as Secretary, and Mr. D. R. Innes as a member, and Mrs. J. H. Holloway was added to the Board by Order-in-Council on May 20, 1947. The Geographical Names Act of 1949, which placed the Board on a statutory basis provided that it should be composed of two members ex officio, namely, the Director of Surveys and the Provincial Librarian, and of not more than three other persons to be appointed by the Lieutenant Governor in Council. Under this Act Mr. C. W. Lester automatically became a member when he succeeded Mr. Holloway as Director of Surveys in 1951, thus completing the Board as at present constituted. In addition Mr. H. P. Brownlee, Provincial Statistician and representative of Alberta on the Canadian Board on Geographical Names, attended the meetings of the Board until his retirement in 1953, and Mr. D. I. Istvanffy, who succeeded Mr. Brownlee in both capacities, has accorded a similar co-operation since that date.

~~Geographical Names Act~~
The duties of the Board, as set forth in Order-in-Council 254-46 and the Geographical Names Act, 1949, were fully described in its Annual Report for the year 1951. Briefly, they include the gathering, recording and collating of information regarding geographical names in Alberta; consultation with and service to government departments, municipalities, railway

Cover

companies, and other bodies and persons concerned with the selection of place names; and collaboration with the Canadian Board on Geographical Names with respect to the choice of new geographical names, the elimination of alternative and duplicate names, and desirable changes in the spelling of names.

In the carrying out of these duties, the Board feels that some things of importance have been achieved. One is the establishment of an atmosphere of cordial co-operation between the Canadian and the Alberta Boards in which it has been possible to put forward and co-ordinate both national and provincial views and wishes in matters of nomenclature. Undoubtedly this development has afforded the Province a much more adequate voice than formerly in the determination of such matters. This voice it has used to have many names conferred within the Province that commemorate persons who have been prominent in the history of the area over the last two centuries. These include, as reference to the annual reports of the Board will show, early explorers and fur traders, pioneers of settlement, noted flyers who have taken part in the epic of northern aviation of which Alberta has been a base, soldiers who in the service of the country have won the Victoria Cross and other decorations, and many others who have distinguished themselves in various ways in the history of the region that is now Alberta. The Board has also sometimes gone further afield to honor personages of national or international importance. It takes particular satisfaction that it was on its initiative that the magnificent mountain peaks surrounding Maligne Lake in Jasper National Park were named the Queen Elizabeth Range in token of the love and loyalty of her Canadian subjects to Her Gracious Majesty, Queen Elizabeth II. It is a matter of pride also that, as noted in this report under the heading of Special Names, it was likewise on the initiative of the Alberta Board that the name of the Winston Churchill Range has more recently been conferred on an imposing group of mountains immediately to the north of the Columbia Icefield in the same National Park.

SPECIAL NAMES

The Winston Churchill Range

Soon after the organization of the Geographic Board of Alberta its members became convinced that it would be appropriate for the Dominion and the Province to commemorate the services of the Right Honorable Winston Churchill by giving his name to some striking Canadian geographical feature. After all, the Government of Canada had honored General (now President) Dwight D. Eisenhower by changing the name of Castle Mountain to Mount Eisenhower. Mr. Churchill had long played a distinguished part in the English-speaking literary world and in British public life and his contribution in the First and Second World Wars to the preservation of the free world had been incomparable.

Accordingly, as far back as March, 1950, the Alberta Board proposed to the Canadian Board that Mr. Churchill should be honored. The proposal was renewed with specific suggestions in July 1951, in November 1952, and in October 1955. The repeated delays sprang from the fact that the Canadian Board, after reference of the proposal to the Minister of Mines and Technical Surveys and the Minister of Resources and Development, felt that it would be inopportune to take the suggested action while Mr. Churchill as Prime Minister was so intimately involved in the party politics of Great Britain. It was, therefore, the resignation of Mr. Churchill as Prime Minister and his passage into his present semi-retirement that at last cleared the way for the assent to the Alberta proposal which was given by the Canadian Board at its annual meeting in January 1956.

The Winston Churchill Range is not an unworthy monument to the man whose name it bears. It covers an area of about 200 square miles immediately to the south of the Queen Elizabeth Ranges. It is bounded on the east by the Sunwapta River, on the west by the Athabasca River and on the south by the Columbia Icefield. Some peaks in the range approach 12,000 feet in height, and are perpetually snow capped. The Board wishes to record its deep appreciation for the consistent sympathy and support accorded to it by Premier Manning and the Executive Council of the Province in its efforts to provide a suitable Canadian memorial to a man to whom Canada and the world owe so much.

It is the wish of the Alberta Board that a formal naming ceremony should be held for the Winston Churchill Range. The Provincial Government has already signified its willingness to take part in such a ceremony. It remains to be seen whether this proposal will find favor with the Dominion Government and whether advancing age will prevent Sir Winston's personal participation.

Mount Worthington

This peak, which is on the boundary between Alberta and British Columbia bears the name of the late Lieutenant Colonel Donald Worthington of the British Columbia Regiment. The Alberta Board was most happy to join the Geographic Division of the Government of British Columbia in paying tribute to this Canadian soldier.

Campbelltown (Campbell Park)

This new community, which lies about five miles east of the city of Edmonton, is named after its principal promoter, John Campbell. The double name results from a disagreement between the Canadian Board on Geographical Names and the Post Office Department, both of which possess name conferring powers. The former authorized "Campbelltown". In this it was supported by the Alberta Board in view of the facts that the plan of the new townsite had been registered under the name "Campbelltown" in the Alberta Land Titles Office, and that widespread publicity had already been given to the enterprise under that name. The Post Office Department preferred "Campbell Park", as it feared confusion in mail service with communities in both New Brunswick and Newfoundland bearing the name of "Campbellton". As similar problems involving the Post Office occur from time to time it was decided at the annual meeting of the Canadian Board in 1955 that in such cases the names adopted by the Board should appear on maps with the differing names of post offices added in brackets.

Matts Creek

This name was adopted at the request of the Rocky Mountain House Chamber of Commerce and the local branch of the Alberta Fish and Game Association in honor of the late Matthew Bradshaw, long time resident and an unforgettable character of the Rocky Mountain House district, who had a cabin beside the creek and stocked the stream with beaver. The two branches of the creek join in Section 31-36-7-5 and then run north to flow into the larger Swan Creek in Section 7-37-7-5.

Manly Corner

Manly Corner lies at the junction of Highways 16 and 43. In 1907 when pioneer agricultural settlement was taking place the Manly School, general store and post office stood nearby. The name Manly Corner was adopted at the request of residents of the surrounding area.

ALBERTA GAZETTEER

Over the past few years the Canadian Board of Geographical Names has been producing a series of Provincial Gazetteers and in 1956 the co-operation of the Alberta Board was sought in the collection and checking of materials for a Gazetteer of Alberta to be published in the spring of 1958. The Board is very happy to collaborate in this enterprise. Indeed soon after its establishment it began the collection of materials that would be useful in such a compilation. To work on this task it was fortunate that the services of Mr. B. J. Prest of the Surveys Branch of the Department of Highways have been made available. Though past the age of retirement he has kindly consented to continue with the Department until this assignment is completed. His personal interest in it and his broad background of experience are an assurance that it will be expertly done.

OTHER NAMES

	National Topographic Sheet Map Number		National Topographic Sheet Map Number
CREEK			
Ante	4403	Sawback	4375
Atikkamek	4403	Short	3062
Beaver	4403	Sidney	4403
Beddington	4387	Springbank	4375
Behanhouse	4375	Stevens	4321
Bigspring	4375	Stony	4375
Blue	3062	Swoda	3062
Cabin	3062	Tony	4403
Campus	3062	Twintree	3062
Carcajou	3062	Two	4403
Carrot	4375	Verdant	3062, 4375
Chown	3062	West Solomon	3062
Colt	4321	Willow	3062
Cottonwood	3062	Windfall	4403
Crossfield	4387		
Cullen	4375	FALLS	
Dapp	3363	Athabasca	3062
Deep Valley	4403	Bow	4375
Deer	3062	Snake Indian	3062
Desolation	3062		
Eohippus	4375	FLATS	
Eremite	3062	Devona	3880 (A.S.E.)
Fatigue	4375	Moberly	3880 (A.S.E.)
Flints	4375		
Forty Mile	4375	GAP	
Goat	4375	Blackstone	1784
Haiduk	4375	Chungo	1784
Harold	4375	Devils	4375
Heavysound	4403		
Irish	3363	GLACIER	
Johnston	4375	Bonnet	4375
Kephala	3062	Chown	3062
Larix	4375	Coleman	3062
Lendrum	2028	Eremite	3062
Livingstone	4375	Fraser	3062
Maccarib	3062	Simon	3062
Marsh Head	4403		
Matts	3063	HILL	
Meadow	4375	Big	4375
Mowitch	3062	Nose	4375
North Burnt Timber	4375	Spy	4375
Old Fort	4375		
Pass	4403	LAKE	
Pharaoh	4375	Allan	4403
Pine	4403	Amethyst (Lakes)	3062
Ranche	4375	Arrowhead	3062
Raven	2028	Azure	3062
Rockslide	3062	Barrier	4375

Beryl	3062
Buttress	3062
Carswell	2021
Chrome	3062
Clark	4403
Cluff	2021
Egypt	4375
Eohippus	4375
Fincastle	1636
Frederick	4375
Gap	4375
Giroux	4403
Glenbow	4375
Goose	4403
Grassy	4403
Haiduk	4375
Lac des Arcs	4375
Larix	4375
Little Buffalo	4199
Lochend	4387
Long	4403
Meekwap	4403
Moat	3062
Mummy	4375
Murray	1636
Natalko	4375
Osi	3902
Otter (Lakes)	4199
Rattlesnake	1636
Rink	3062
Rock	3062
Rock Isle	4375
Salter	4375
Sawback	4375
Scarab	4375
Seven Persons	1636
Simon (Lakes)	4199
Spawn	2016, 2870
Topaz	3062
Tuma	2021
Twin (Lakes)	4375
Twintree	3062
Witney	3062

LOCALITY

Shale Banks	3880 (A.S.E.)
Vermilion Crossing	4375

MOUNTAIN

(Mount) Aerolus	3062
Arete	2239
(Mount) Balcarres	2239
(Mount) Barra	3062
(Mount) Beaupre	3062
Bingley	3062
(Mount) Bistre	3062
Block	4375
(Mount) Brewster	4375
(Mount) Clitheroe	3062
(Mount) Columbia	2239
Monte Cristo	3062
(Mount) Cumnock	3062
(Mount) Dromore	3062
Gendarme	3062
(Mount) Greenock	3062
(Mount) Isaac	2239
(Mount) Kelsey	3062

(Mount) Kephala	3062
(Mount) Kerkeslin	3062
(Mount) La Grace	2239
(Mount) Lucifer	3062
Monarch	3062
Pringle	4375
Razorback	3062
(Mount) Rockingham	3062
Saghali	3062
(Mount) Simla	3062
Snake Indian	3062
(Mount) Stornoway	3062
Twintree	3062
Valley Head	2239

PASS

Astoria	3062
Ball	4375
Byng	3062
Campus	3062
Centre	3062
Citadel	4375
Fatigue	4375
Glacier	3062
Maccarib	3062
Moat	3062
North	3062
Redearth	4375
Snake Indian	3062
Snowbird	3062
South	3062
Verdant	3062

PEAK

Arcturus	3062
Citadel	4375
Daybreak	3062
Extinguisher Tower	3062
Noonday	3062
The Quoin	3062
The Rajah	3062
The Ranee	3062
Sirius	3062
Sunset	3062
Vega	3062
Wilcox	2239

POST OFFICE

Balzac	4375
Dogpound	4387
Exshaw	4375
L'Hirondelle	4199
Madden	4387
Montgomery	4375
Water Valley	4375

RANGE

Bare	4375
Starlight	3062

RIDGE

The Ancient Wall	3062
Colin	3062
Copithorne	4375
McNaughton	3062
Simpson	4375

RIVER

Carswell	2021
Cascade	4375
Ghost	4375
Goose	4403
Latonnell	4403
Martin	4199
South Ghost	4375
Spray	4375

SETTLEMENT

Campbelltown (Campbell Park P.O.)	3218
Fox Creek	4403
Jumping Pound	4375
Little Smoky River	4403
Lovettville	2028
Manly Corner	2837
Martin River	4199
Miette Hotsprings	3062
Pirmez Creek	4375
Simon Lakes	4199
Two Creeks	4403

STATION

Bearspaw	4375
Beddington	4375
Drywood	1923
Glenbow	4375
Keith	4375
Nier	4387

VALLEY

Arctomys	3062
Tonquin	3062

MISCELLANEOUS NAMES

Rink—Brook	3062
The Natural Arch—Cliff	3062
McPherson—Coulee	4387
Resthaven—Icefield	3062
Collicutt—Junction	4387
Disaster—Point	3062
Bowness—Town	4375
Mont Perce	3062

ALTERED APPLICATIONS

Sylvester Creek	4321
Woodley Creek	3062
Mount Stelfox	2493
Mount Zengel	3037
The Dome (Peak)	3062
The Helmet (Peak)	3062
High Level Post Office	4200
Midlandvale Post Office	3988
Newcastle Mine Post Office	3988
Fairholme Range	4375
Petitot River	2016, 2870
Kneehill Station	3988

NAME CHANGES

National Topographic Sheet
Map Number

3062	Athabasca Falls	not	Athabaska Falls
4403	Atikkamek Creek	not	Atikameg Creek
3062	Azure Lake	not	Blue Lake
—		nor	Turquoise Lake
—		nor	Indigo Lake
4375	Bare Range	not	Bare Mountains
4375	Barrier Lake	not	Lake Barrier
3062	Bingley Mountain	not	Mount Bingley
3062	Centre Pass	not	Centre Passage
4375	Copithorne Ridge	not	Capithorne Ridge
3363	Dapp Creek	not	Irish Creek
4403	Deep Valley Creek	not	Deep Valley River
4387	Dogpound Post Office	not	Dog Pound Post Office
3062	Extinguisher Tower (Peak)	not	Extinguisher Ridge
4375	Forty Mile Creek	not	Fortymile Creek
		nor	Forty-mile Creek
4403	Giroux Lake	not	Lake Giroux
4375	Jumping Pound Settlement	not	Jumpingpound Settlement
4403	Latornell River	not	Moose River
4387	McPherson Coulee	not	MacPherson Coulee
4403	Marsh Head Creek	not	Marsh-head Creek
4403	Meekwap Lake	not	Meekwop Lake
3062	Moat Pass	not	Moat Passage
3062	Mont Perce	not	Mont Perce
3062	Monte Cristo Mountain	not	Monte Cristo (mountain)
3062	Mount Aerolus	not	Aeolus Mountain
2239	Mount Balcarres	not	Balcarres Mountain
3062	Mount Beaupre	not	Mount Beaupre
3062	Mount Bistre	not	Bistre Mountain
3062	Mount Clitheroe	not	Clitheroe Mountain
2239	Mount Columbia	not	Columbia Mountain
3062	Mount Cumnock	not	Cumnock Mountain
3062	Mount Dromore	not	Dromore Mountain
3062	Mount Greenock	not	Greenock Mountain
2239	Mount La Grace	not	Mount Lagrace
3062	Mount Rockingham	not	Rockingham Mountain
4375	North Burnt Timber Creek	not	North Fork (creek)
3062	North Pass	not	North Passage
4375	Nose Hill	not	The Nose (hill)
4375	Old Fort Creek	not	Oldfort Creek
4199	Otter Lakes	not	Otter Lake
4403	Sidney Creek	not	Sidney River
4375	South Ghost River	not	South Fork Ghost River
		nor	South Fork of Ghost River
3062	South Pass	not	South Passage
4375	Stony Creek	not	Stoney Creek
3062	Twintree Creek	not	Souchez Creek
3062	Twintree Lake	not	Twin Tree Lake
3062	West Solomon Creek	not	West Fork (creek)
2239	Wilcox Peak	not	Mount Wilcox
4403	Windfall Creek	not	Windfall River
3062	Mount Kerkeslin	not	Kerkeslin Mountain

DELETIONS

National Topographic Sheet Map Number		National Topographic Sheet Map Number	
CREEK		PASSAGE	
Atikameg	4403	Centre	3062
Forty-mile	4375	Moat	3062
Fortymile	4375	North	3062
Irish	3363	South	3062
Marsh-head	4403		
North Fork	4375	RIDGE	
Odldfort	4375	Capithorne	4375
Souchez	3062	Extinguisher	3062
Stoney	4375		
West Fork	3062		
LAKE		RIVER	
(Lake) Barrier	4375	Calder	3056
Blue	3062	Deep Valley	4403
Calder	3056	Moose	4403
(Lake) Giroux	4403	Sidney	4403
Indigo	3062	South Fork Ghost	4375
Meekwop	4403	South Fork of Ghost	4375
Otter	4199	Windfall	4403
Turquois	3062		
Twin Tree	3062	SETTLEMENT	
MOUNTAIN		Ditchmount	4375
Aerolus	3062	Elbow River	4375
Balcarres	2239	Errington	3062
Bare (Mountains)	4375	Hawes	3062
(Mount) Beaupre	3062	Interlaken	3062
(Mount) Bingley	3062	Jumpingpound	4375
Bistre	3062	Lochend	4387
Clitheroe	3062	Parkgate	3062
Columbia	2239	Sampsonston	4387
Cumnock	3062	Spring Bank	4375
Drcmore	3062		
Greenock	3062	MISCELLANEOUS NAMES	
Kerkeslin	3062	MacPherson—Coulee	4387
(Mount) Lagrace	2239	Athabaska—Falls	3062
Monte Cristo (mountain)	3062	The Nose—Hill	4375
Rockingham	3062	Dog Pound—Post Office	4387
(Mount) Wilcox	2239	Mont Perce	3062

ANNUAL MEETING OF THE CANADIAN BOARD ON GEOGRAPHICAL NAMES

The Alberta Board continues to stress the importance of representation at this annual gathering as it helps materially to keep its members in touch with those who are engaged in similar work in the other provinces and in Ottawa. In 1956 the meeting took place on January 31st and Mr. J. H. Holloway represented the Board. In due course he submitted an interesting report on items of business of concern especially to Alberta and on more general matters. One of these was the naming of a suitable feature in honor of Sir Winston Churchill, which has already been dealt with.

ACKNOWLEDGMENTS

As in other years the Board wishes to thank the press and the radio stations of the Province for informing the public regarding various features of its work. Grateful acknowledgment is also made of the assistance so uniformly and cordially given by Mr. Ralph Moore, Deputy Minister of Economic Affairs; Mr. T. W. Dalkin, Director of the Technical Division of the Department of Lands and Forests; Mr. D. I. Istvanffy, Provincial Statistician; and the officials of the Surveys Branch of the Department of Highways.

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